

The Economic Impact of Travel

Oregon

Calendar Year 2025

April 2026

PREPARED FOR
Travel Oregon





The Economic Impact of Travel in Oregon

Calendar Year 2025

Travel Oregon

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PRIMARY RESEARCH CONDUCTED BY

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Table of Contents

Introduction.....	5
U.S. Travel Impacts.....	6
Spending.....	7
International Spending.....	8
Employment.....	10
State Impacts.....	11
Summary.....	12
Spending.....	13
Direct Spending (Inflation Adjusted).....	14
Visitor Spending by Commodity.....	15
Visitor Spending by Accommodation Type.....	15
Visitor Spending by Origin Market.....	16
Earnings.....	17
Employment.....	18
Tax Revenue.....	20
Impacts Table, Summary.....	21
Impacts Table, Detailed (Spending).....	22
Impacts Table, Detailed (Earnings, Employment, Tax Receipts).....	23
Visitor Volume.....	24
GDP.....	26
Secondary Effects.....	28
Tourism Region Impacts.....	31
Willamette Valley.....	35
Oregon Coast.....	40
North Coast.....	45
Central Coast.....	50
South Coast.....	55
Portland Region.....	60
Southern Oregon.....	65
Central Oregon.....	70
Eastern Oregon.....	75
Mt. Hood & Columbia River Gorge.....	80

Table of Contents

County Impacts.....	85
Baker County.....	93
Benton County.....	98
Clackamas County.....	103
Clatsop County.....	108
Columbia County.....	113
Coos County.....	118
Crook County.....	123
Curry County.....	128
Deschutes County.....	133
Douglas County.....	138
Gilliam/Sherman County.....	143
Grant County.....	148
Harney County.....	153
Hood River County.....	158
Jackson County.....	163
Jefferson County.....	168
Josephine County.....	173
Klamath County.....	178
Lake County.....	183
Lane County.....	188
Lincoln County.....	193
Linn County.....	198
Malheur County.....	203
Marion County.....	208
Morrow County.....	213
Multnomah County.....	218
Polk County.....	223
Tillamook County.....	228
Umatilla County.....	233
Union County.....	238
Wallowa County.....	243
Wasco County.....	248
Washington County.....	253
Wheeler County.....	258
Yamhill County.....	263
Glossary.....	268
Assumptions/Methodology.....	269

Introduction

Purpose of the Report

This report was commissioned by the Oregon Tourism Commission, also known as Travel Oregon, to assess the economic impact of travel to the state of Oregon. The travel industry represents an important component of Oregon's state economy. Spending associated with travel in Oregon generates earnings, employment and taxes throughout the state. Many counties in Oregon contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Oregon. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to relevant sections of the report and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

2025 Considerations

Travel spending is representative of the combination of visitation levels and the price of goods and services in the travel industry. Over the last couple of years the transportation sector has experienced deflationary pressure, which is largely attributed to lower gasoline prices rather than a reduction in miles journeyed by travelers. This can impact estimates of visitor spending.

Revisions

Calendar year 2024 reported in April 2025 was revised with the release of this report. The most current year in each report is based on incomplete information and always subject to revision in the following year. Historical revisions are made when necessary to address time series inconsistencies and/or the receipt of new information that was previously unavailable, and/or general improvements in modeling travel and tourism activity.



Spending, Employment, Earnings and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating and drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to partners the relevance of the traveler economy to their region.



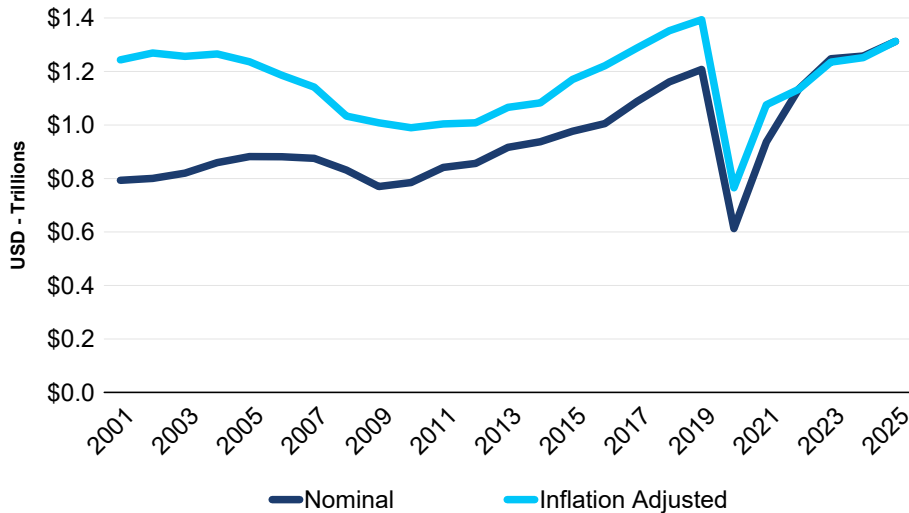
National Impacts

2025

U.S. Travel Impacts

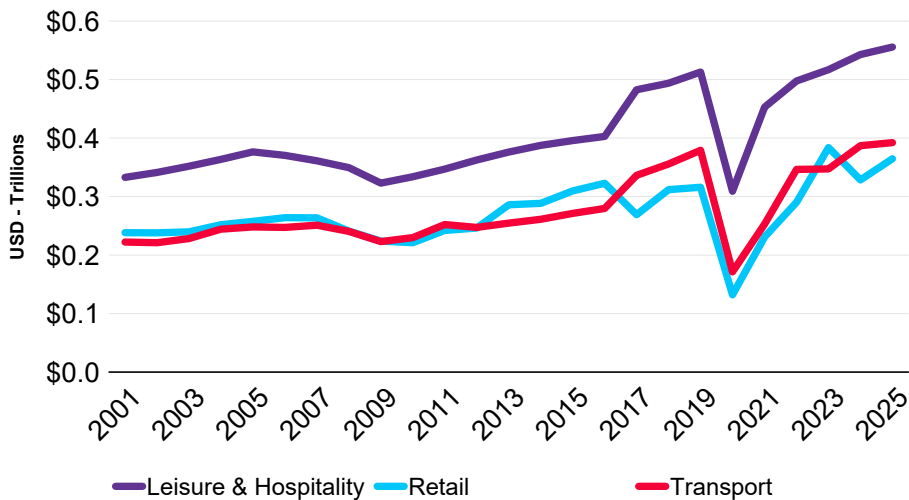
Direct Travel Spending

Direct Travel Spending 2001-2025



National travel-related spending was \$1.3 trillion in 2025, a **4.2% (4.8% when adjusted for inflation) increase** compared to the previous year.

Direct Travel Spending by Commodity 2001-2025



Travelers spent \$558.2 billion on Leisure & Hospitality in 2025, accounting for **42.6% of the total direct expenditures**.

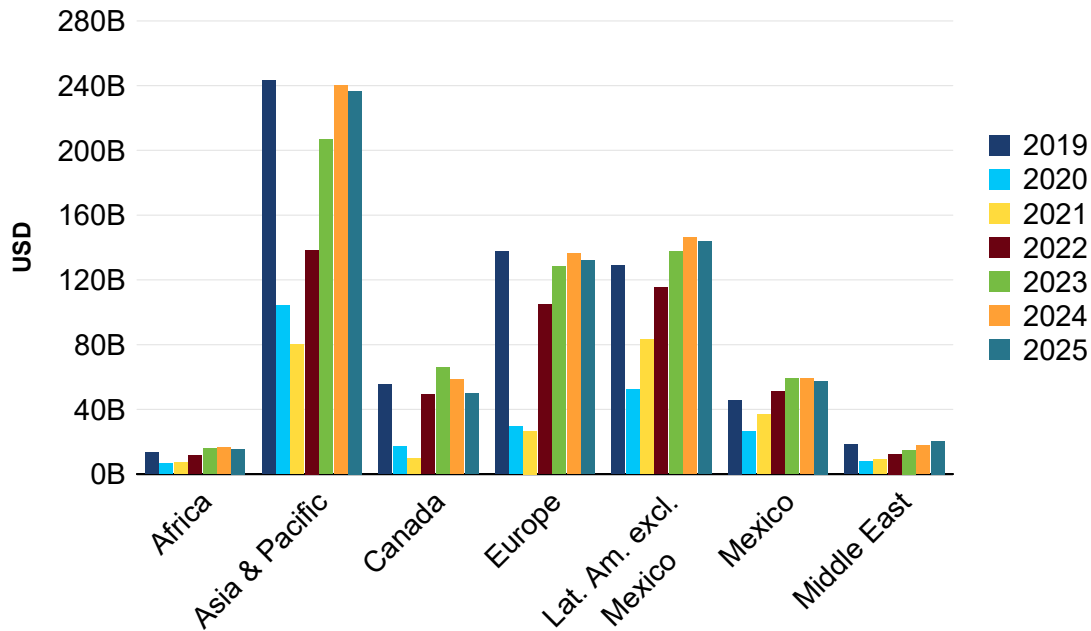
Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)

Note: DRA estimates 2025 national direct spend using BEA Travel and Tourism Satellite Account data from 2023 and available annual industry trends for 2024 and 2025. Inflation-adjusted spending is in chained 2017 dollars, and calculated specific for the travel industry, declines in transportation prices over the last couple of years leads to deflation overall.

U.S. Travel Impacts

Direct Spending

International Travel Spending 2019-2025



Sources: Dean Runyan Associates, Bureau of Economic Analysis

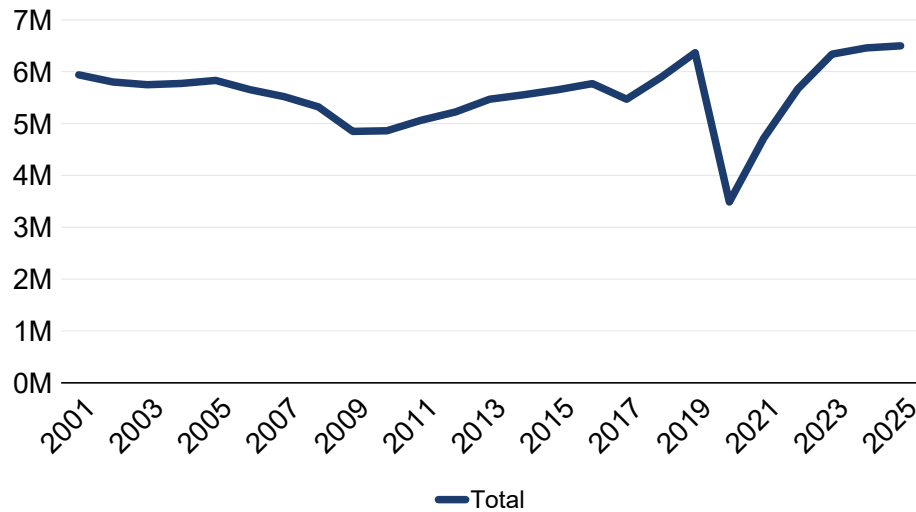
Visitors from Asia & Pacific Islands spent \$236.7 billion on U.S. travel in 2025, a **1.3% decrease** compared to the previous year.



U.S. Travel Impacts

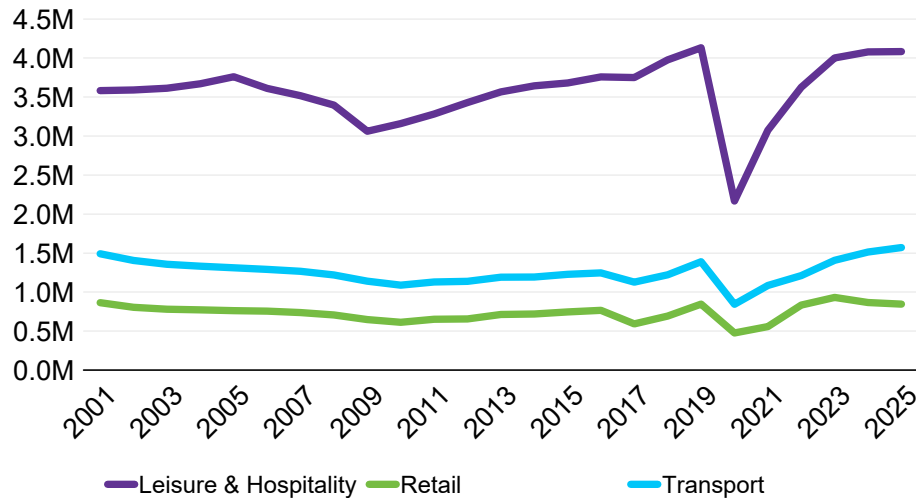
Direct Travel Employment

Employment 2001-2025



Approximately **41 thousand jobs** were gained in **2025**, a **0.6% increase** compared to the previous year.

Employment by Industry Sector 2001-2025



Travel supported **4.1 million jobs** in the **Leisure and Hospitality industry** sector in 2025, approximately level with the previous year.

Source: Dean Runyan Associates, Bureau of Economic Analysis (BEA)



State Impacts

2025

Introduction

This section provides detailed state estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

- Unless otherwise noted monetary values are expressed in nominal dollars (no inflation adjustment).
- Estimates measure direct impacts only. Exception is made for pages 28-30 which detail the secondary impacts for both earnings and employment.
- Employment measures in this report reflect the number of jobs, not the number of residents who work.

Travel impact estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full-time equivalent. It is important to note that job growth could reflect a decrease in full-time positions and an increase in part-time. Spending and job growth do not have a 1:1 relationship.

Starting with 2021, spending estimates for short term vacation rentals are broken out from our summary figure. These breakouts are subject to revision as more information becomes available regarding this type of lodging.

Visitor volume figures are presented in four measures: person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending and employment are more reliable metrics to gauge the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of economic activity.



Oregon Travel Impacts

Summary, 2025



1.3% Increase in Travel Spending

Travel spending in Oregon increased 1.3% from \$14.4 billion in 2024 to \$14.6 billion in 2025.



1,700 Jobs Gained

Direct travel-generated employment grew from 121,220 in 2024 to 122,920 in 2025. Approximately 1,700 additional jobs were generated, representing a 1.4% increase compared to the previous year.



5.0% Growth in Travel Earnings

Direct travel-generated earnings grew from \$4.7 billion in 2024 to \$5.0 billion in 2025, an increase of approximately \$234 million or 5.0%.



2.6% Increase in State & Local Tax Revenue

Overall, tax revenue (state and local) generated by travel spending grew from \$722 million in 2024 to \$741 million in 2025, a 2.6% increase. Local tax revenue increased 2.1%, while state tax revenue increased 3.0%.

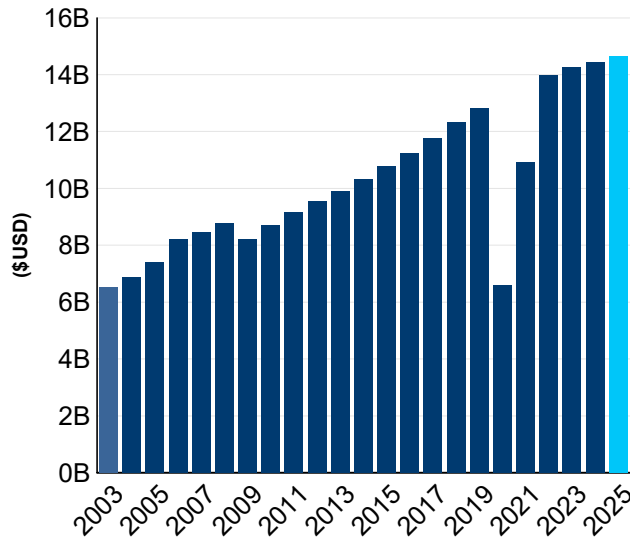
Note: These estimates for Oregon are subject to revision when more complete or additional data becomes available.



Oregon Travel Impacts

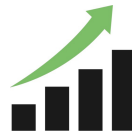
Direct Travel Spending

Direct travel spending increased by \$192 million in 2025.

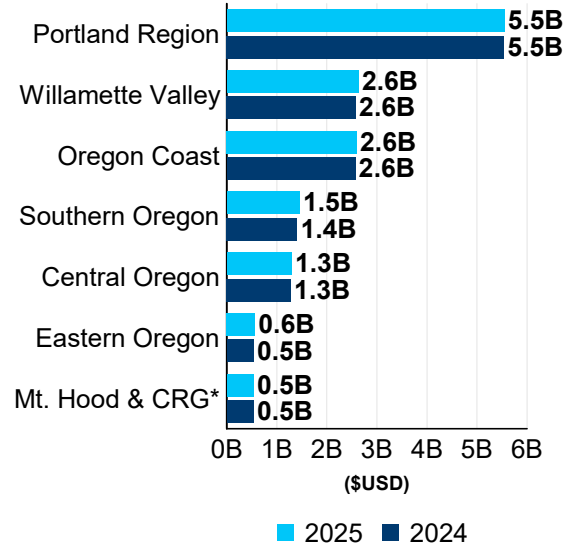


In 2025, travel spending grew to \$14.6 billion, a 1.3% increase from 2024.

From 2003-2025, travel spending grew at an annual rate of 3.7%.



Spending across the regions was relatively unchanged in 2025.



The largest region in terms of travel impacts is the Portland Region. In 2025 travel spending was \$5.5 billion, contributing 38% of the state total. Prior to 2020, the Portland Region accounted for 44% of travel spending in the state.

*Mt. Hood & Columbia River Gorge



Destination + Other Travel = Direct Travel Spending

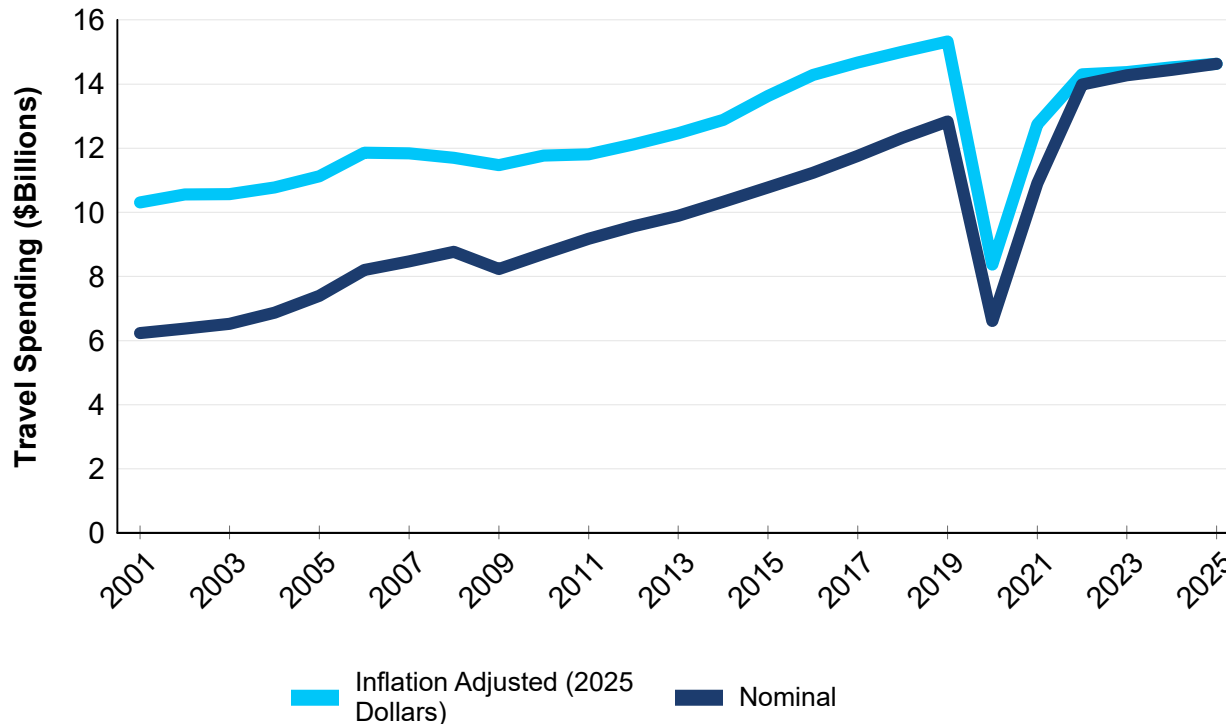
What is direct travel spending?

Direct travel spending includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel-arrangement companies located in Oregon, on convention and trade show operations, and on air by residents leaving the state for travel elsewhere. These expenditures directly support the travel industry in Oregon but are not considered visitor spending in our methodology.

Oregon Travel Impacts

Direct Spending

Current and Inflation-Adjusted Dollars



In 2025, travel spending increased by \$192 million, or 1.3%, in nominal dollars. When adjusted for inflation, the increase was \$116 million, or 0.8%. Despite this growth, inflation-adjusted travel spending remains 4.5% below the 2019 level.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

Note: Inflation is calculated specifically for the travel industry.

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the “Inflation Adjusted” travel spending in the chart to the left. This is also known as “real” spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.



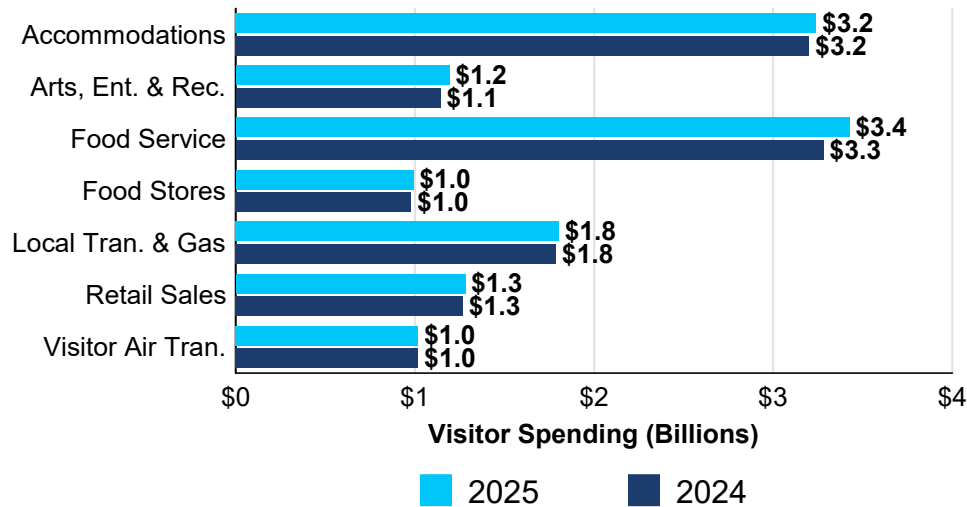
Oregon 2025 Selected Prices (% Chg.)

Hotel & STVR Room Rates: 2%
Gasoline Prices: -2%
Airfares: -6%

Oregon Travel Impacts

Direct Spending

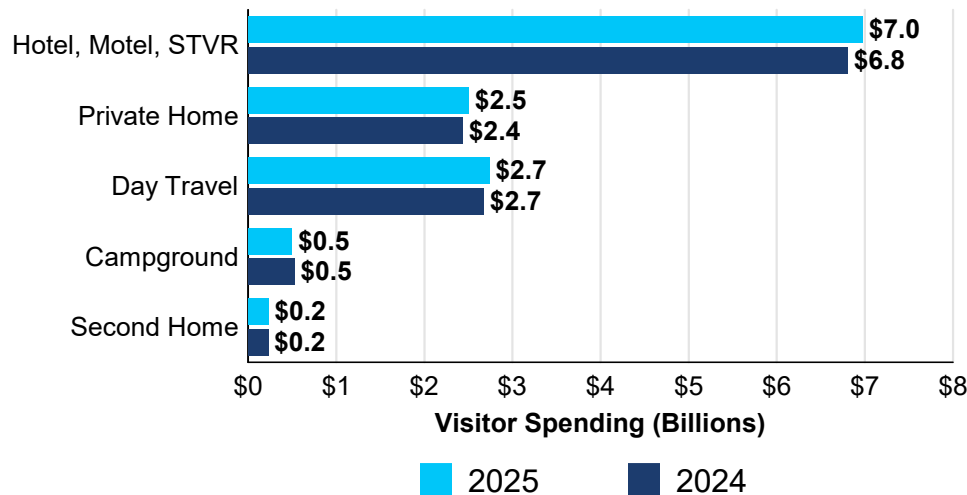
Visitor Spending by Commodity Purchased



Spending on accommodations grew to \$3.2 billion in 2025, **an increase of 1.2%**. Spending on food service grew to \$3.4 billion, **an increase of 4.4%**.

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, KeyData Dashboard, STR LLC., AirDNA

Visitor Spending by Accommodation Type



Visitors who stayed in a hotel, motel or short-term vacation rental (STVR) spent a combined \$7.0 billion in 2025, **an increase of 2.5%** compared to 2024.

Visitor Spending by Accommodation Type includes spending on all commodities by where the visitors spend the night or for day-trips.

Sources: Oregon Department of Revenue, Dean Runyan Associates, STR LLC., KeyData Dashboard, U.S. Census Bureau, Omnitrak Group

Oregon Travel Impacts

Visitor Spending by Origin, 2025

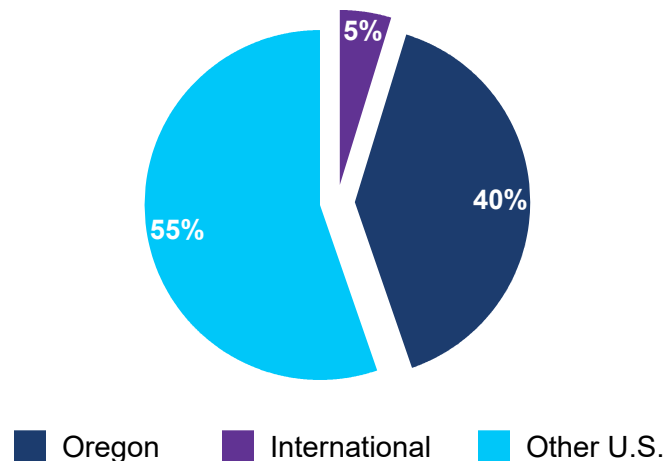
Residents of Oregon accounted for about 40% of visitor spending in Oregon in 2025. U.S. residents of states other than Oregon accounted for approximately 55% while international visitors accounted for approximately 5% of travel spending in the state.

Out-of-state visitors were approximately 64% of visitor spending prior to the COVID-19 pandemic. In 2020 this share dropped to 42%.

Nationally international travel has yet to recover from the decline experienced in 2020.

Travel is considered an export industry because it brings an inflow of dollars from outside the state, region or individual community. The greater the amount of out-of-state and international visitation, the larger the net economic benefit is to the state as a whole.

Visitor Spending by Residence, 2025



Sources: BEA, NTTO, VisaVue, Dean Runyan Associates, Tourism Economics. Percentages may not sum to 100% due to rounding.

Visitor Spending by Residence, 2025p

Origin	Spending (Billions)	Share
Oregon	\$5.9	40%
International	\$0.7	5%
Other U.S.	\$8.1	55%

Visitor Spending \$14.6

Note: Details may not add to totals due to rounding.

Visitor Spending by Top U.S. Origins, 2025p

Origin	Spending (Billions)
Washington	\$3.1
California	\$1.6
Idaho	\$0.4
Michigan	\$0.3
Texas	\$0.3
Remaining*	\$2.4

Visitor Spending \$8.1

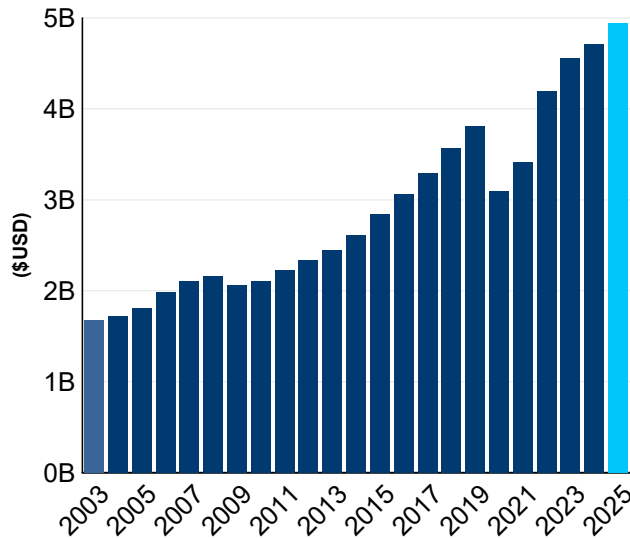
Note: Excludes Oregon as an origin market.

*"Remaining" includes the other 44 U.S. states, District of Columbia, and Puerto Rico.

Oregon Travel Impacts

Direct Earnings

Direct travel earnings increased by \$234 million in 2025.

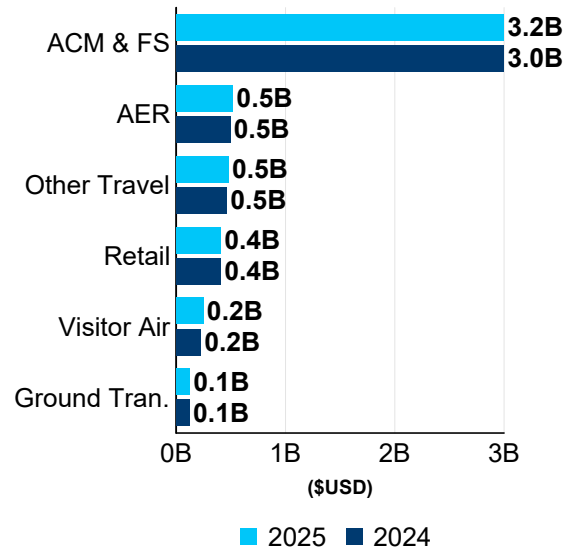


In 2025, travel earnings grew to \$5.0 billion, a 5% increase from the prior year.

From 2003-2025, Oregon travel industry earnings grew at an annual rate of 5.1%.



All sectors grew over the prior year.



Accommodation & Food Services account for more than half (64%) of travel industry earnings. Arts, Entertainment & Recreation accounts for 11%.

Accommodation & Food Services (ACM & FS)
Arts, Entertainment & Recreation (AER)



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Point of Sale Taxes}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

What are direct travel-related earnings?

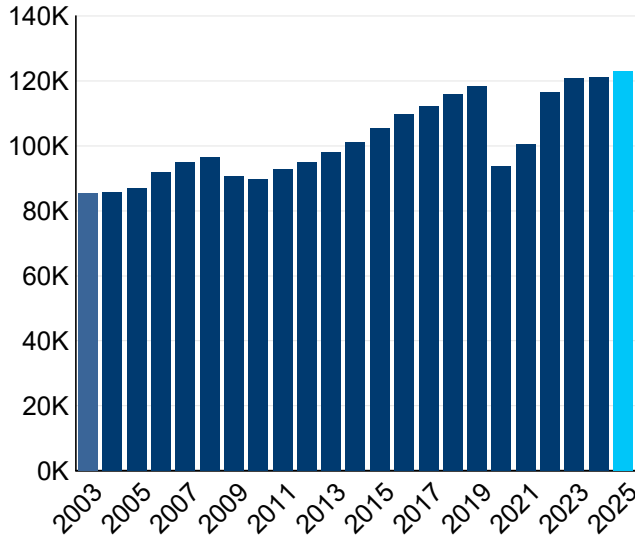
Direct travel-related earnings represent the amount of money left over after costs of goods sold, expenses, and point-of-sale taxes are removed from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-related earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Oregon Travel Impacts

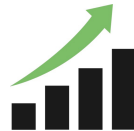
Direct Employment

Direct employment increased by 1,700 jobs in 2025.

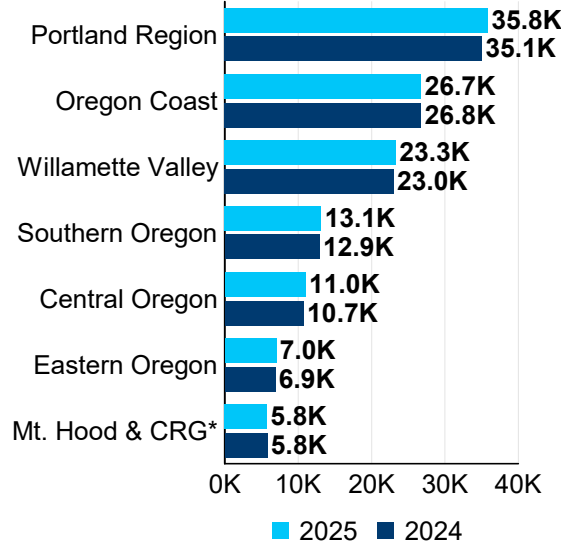


In 2025, direct travel employment was approximately 122,920 jobs, a 1.4% increase from the prior year.

From 2003-2025, travel employment grew at an annual rate of 1.7%.



The Portland Region added the most jobs (790) in 2025.



The Portland Region makes up 29% of all travel jobs in the state. This region remains 3% below the level of jobs generated from travel activity in 2019.

*Mt. Hood & Columbia River Gorge

What is direct travel employment?

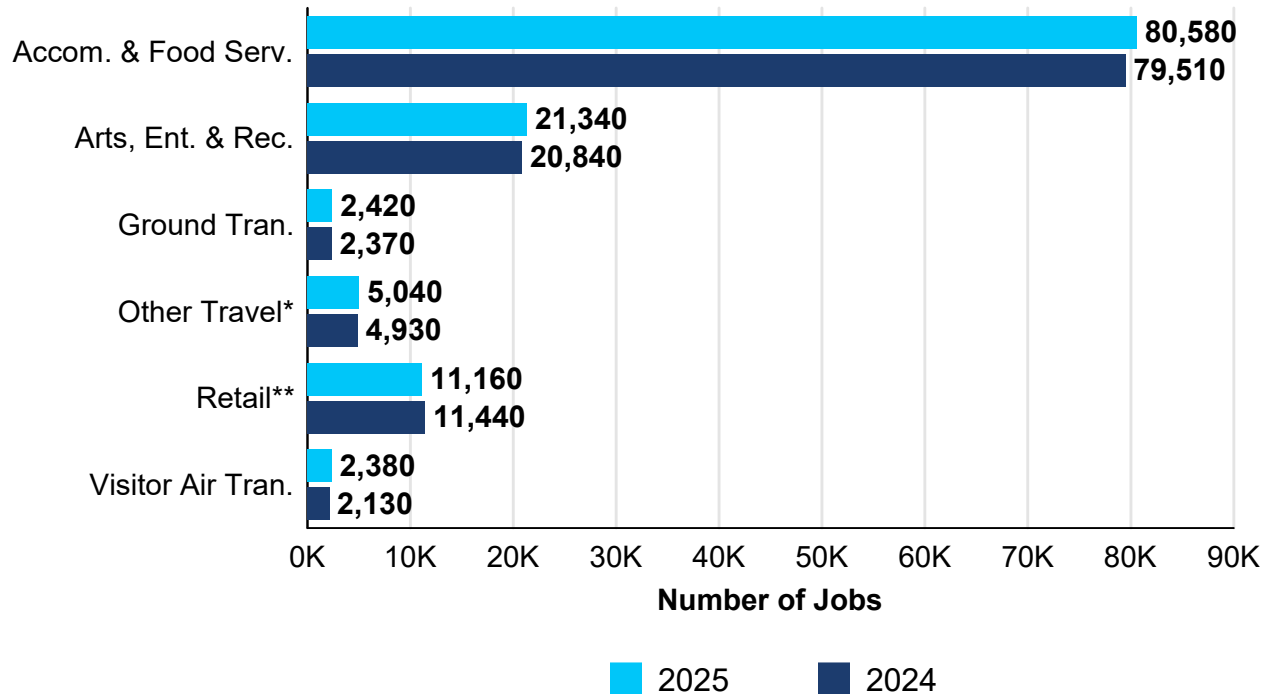
Direct travel-related employment refers to the total number of full- and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings comes from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Oregon, a total employment number attributable to travel can be reached.



In 2025 every \$1 million in direct travel spending resulted in 8.4 jobs for the industry.

Oregon Travel Impacts

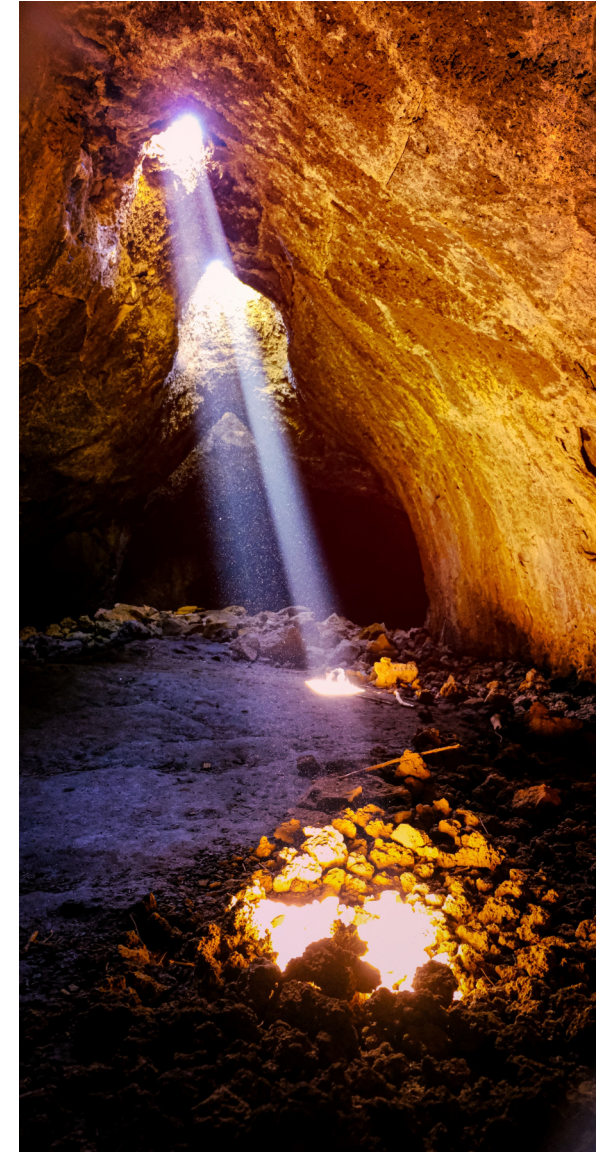
Direct Employment



*Other Travel includes resident air travel, travel arrangement, and convention/trade shows.
**Retail includes gasoline.

Total direct job gain is estimated at 1,700 jobs. Leisure & Hospitality (Accom. & Food Serv., Arts, Ent. & Rec.) grew by approximately 1,580 jobs in 2025; Retail jobs declined 2.5% compared to 2025.

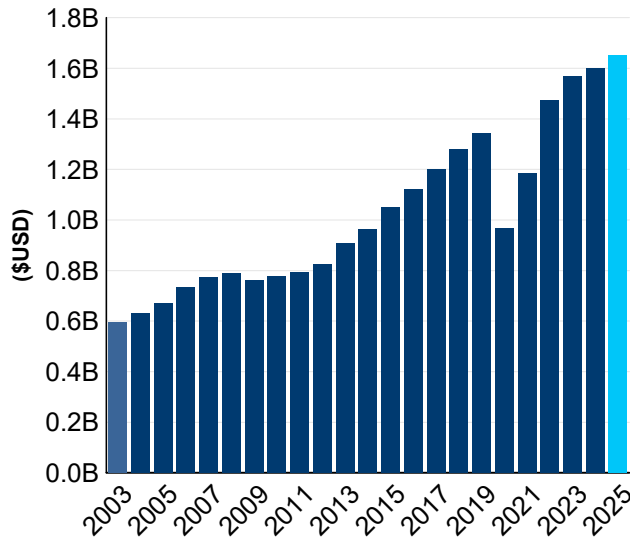
Sources: Bureau of Labor Statistics, Bureau of Economic Analysis, Dean Runyan Associates



Oregon Travel Impacts

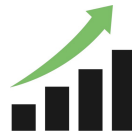
Direct Travel-Generated Tax Revenue

Direct tax revenue increased by \$51 million in 2025.

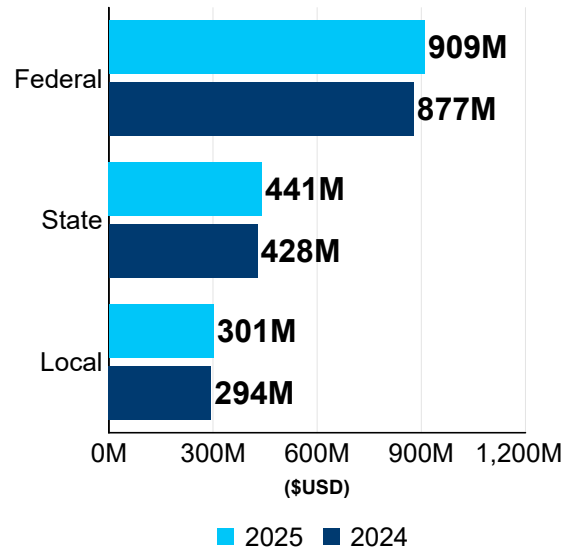


In 2025, tax revenue increased to \$1.7 billion, a 3.2% increase from the prior year.

From 2003-2025, tax revenue grew at an annual rate of 4.7%.



State and local tax revenue grew 2.6% in 2025.



State tax receipts account for 59% of travel-generated tax revenue (excluding federal taxes). State tax receipts grew 3.0% compared to 2024. Local tax receipts grew 2.1% compared to 2024.

What are direct travel-generated tax receipts?

Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and business and personal taxes paid by employees and proprietors of travel-related businesses. **Local taxes** primarily take the form of lodging taxes imposed by cities, counties, and other tax jurisdictions in Oregon. They also include any applicable local taxes on rental cars or food and beverage. **Federal taxes** include income taxes, motor fuel taxes, and airline ticket taxes.

Oregon Travel Impacts

Direct Travel Impact Summary

	2003	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.		CAGR**
										2024-25	2022-25	2003-25
Spending (\$Millions)												
Total	6,525	12,324	12,834	6,609	10,902	13,991	14,272	14,444	14,636	1.3%	1.1%	3.7%
Other	787	1,624	1,765	690	1,110	1,806	1,742	1,769	1,688	-4.6%	-1.7%	3.5%
Visitor	5,738	10,700	11,069	5,919	9,792	12,186	12,530	12,675	12,948	2.2%	1.5%	3.8%
Non-transport.	4,470	8,115	8,427	4,791	7,719	9,229	9,632	9,869	10,129	2.6%	2.4%	3.8%
Transportation	1,268	2,585	2,643	1,128	2,074	2,957	2,898	2,806	2,819	0.5%	-1.2%	3.7%
Earnings (\$Millions)												
Earnings	1,673	3,569	3,807	3,089	3,415	4,197	4,554	4,714	4,947	5.0%	4.2%	5.1%
Employment (000's)												
Employment	85.6	116.0	118.5	93.8	100.5	116.5	121.0	121.2	122.9	1.4%	1.3%	1.7%
Tax Revenue (\$Millions)												
Total	596	1,280	1,345	966	1,187	1,476	1,569	1,599	1,650	3.2%	2.8%	4.7%
Local	90	236	243	156	217	259	289	294	301	2.1%	3.8%	5.6%
State	152	341	357	269	334	398	415	428	441	3.0%	2.6%	5.0%
Federal	354	702	744	541	636	819	865	877	909	3.6%	2.6%	4.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include lodging tax, food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include lodging tax, personal and business income tax, and motor fuel excise taxes.

Federal taxes include income taxes, motor fuel excise taxes, and airline ticket taxes.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Annual percent change is calculated as (Ending Value / Starting Value)-1.

**Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Oregon Travel Impacts

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	5,738	10,243	10,700	11,069	5,919	9,792	12,186	12,530	12,675	12,948	2.2%	1.5%
Other Travel*	787	1,521	1,624	1,765	690	1,110	1,806	1,742	1,769	1,688	-4.6%	-1.7%
TOTAL	6,525	11,765	12,324	12,834	6,609	10,902	13,991	14,272	14,444	14,636	1.3%	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2,479	5,376	5,607	5,810	3,154	5,159	6,429	6,664	6,809	6,976	2.5%	2.1%
Hotel, Motel**						4,096	5,265	5,492	5,604	5,751	2.6%	2.2%
STVR**						1,063	1,164	1,172	1,204	1,226	1.8%	1.3%
Private Home	1,239	2,014	2,114	2,175	1,251	2,077	2,438	2,426	2,438	2,507	2.8%	0.7%
Campground	351	459	481	501	389	469	535	560	523	496	-5.3%	-1.9%
Second Home	124	185	194	198	160	197	221	227	228	232	1.8%	1.3%
Day Travel	1,544	2,209	2,305	2,386	965	1,890	2,564	2,654	2,677	2,737	2.2%	1.7%
TOTAL	5,738	10,243	10,700	11,069	5,919	9,792	12,186	12,530	12,675	12,948	2.2%	1.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	977	2,346	2,378	2,448	1,648	2,627	3,085	3,122	3,200	3,239	1.2%	1.2%
Food Service	1,321	2,606	2,734	2,891	1,490	2,396	2,898	3,141	3,281	3,425	4.4%	4.3%
Food Stores	470	718	732	757	491	790	938	984	979	991	1.2%	1.4%
Local Tran. & Gas	834	1,467	1,656	1,684	830	1,457	1,929	1,912	1,788	1,803	0.8%	-1.7%
Arts, Ent. & Rec.	807	1,082	1,109	1,140	519	822	1,029	1,098	1,142	1,193	4.5%	3.8%
Retail Sales	896	1,146	1,162	1,190	642	1,083	1,278	1,287	1,267	1,281	1.1%	0.1%
Visitor Air Tran.	433	880	929	959	298	616	1,028	986	1,018	1,016	-0.2%	-0.3%
TOTAL	5,738	10,243	10,700	11,069	5,919	9,792	12,186	12,530	12,675	12,948	2.2%	1.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Data prior to 2021 for these breakouts not available.



Oregon Travel Impacts

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	916	1,994	2,187	2,341	1,843	2,105	2,665	2,914	2,999	3,164	5.5%	4.4%
Arts, Ent. & Rec.	238	360	383	407	322	355	449	468	495	520	5.0%	3.7%
Retail**	187	295	311	323	342	366	399	406	408	410	0.3%	0.7%
Ground Tran.	46	81	85	93	80	82	94	114	122	125	2.4%	7.3%
Visitor Air Tran.	86	174	188	190	163	167	185	207	224	250	11.3%	7.8%
Other Travel*	200	385	416	453	339	340	405	445	465	479	3.0%	4.2%
TOTAL	1,673	3,290	3,569	3,807	3,089	3,415	4,197	4,554	4,714	4,947	5.0%	4.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	50,550	71,130	73,680	75,420	58,440	64,050	75,770	79,680	79,510	80,580	1.4%	1.6%
Arts, Ent. & Rec.	16,550	19,430	20,010	20,580	15,270	16,250	20,110	20,340	20,840	21,340	2.4%	1.5%
Retail**	9,440	11,190	11,360	11,420	11,230	11,590	11,890	11,710	11,440	11,160	-2.5%	-1.6%
Ground Tran.	2,020	2,240	2,240	2,320	2,150	2,130	2,040	2,340	2,370	2,420	2.2%	4.3%
Visitor Air Tran.	1,960	2,210	2,330	2,320	1,980	2,000	1,950	2,010	2,130	2,380	11.7%	5.1%
Other Travel*	5,060	6,000	6,370	6,420	4,770	4,490	4,750	4,870	4,930	5,040	2.2%	1.5%
TOTAL	85,590	112,190	115,980	118,480	93,840	100,520	116,520	120,960	121,220	122,920	1.4%	1.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	90	228	236	243	156	217	259	289	294	301	2.1%	3.8%
State Tax Receipts	152	323	341	357	269	334	398	415	428	441	3.0%	2.6%
TOTAL	242	551	577	601	425	551	656	704	722	741	2.6%	3.1%

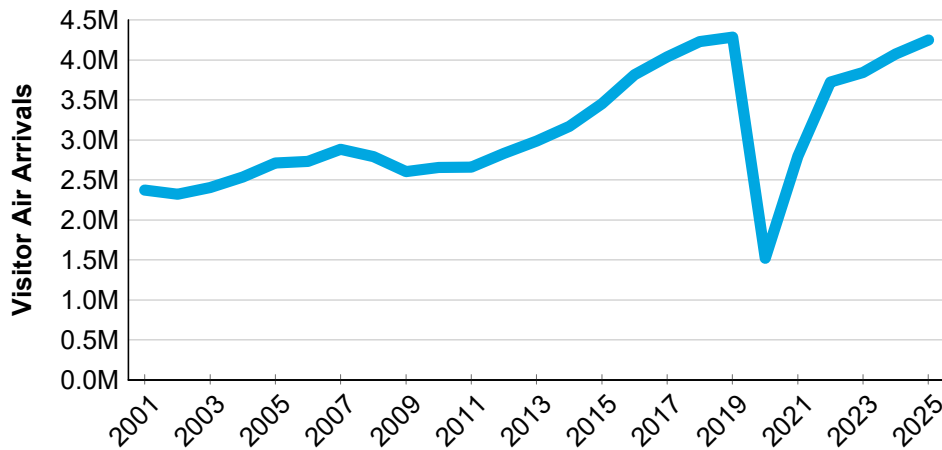
Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Oregon Travel Impacts

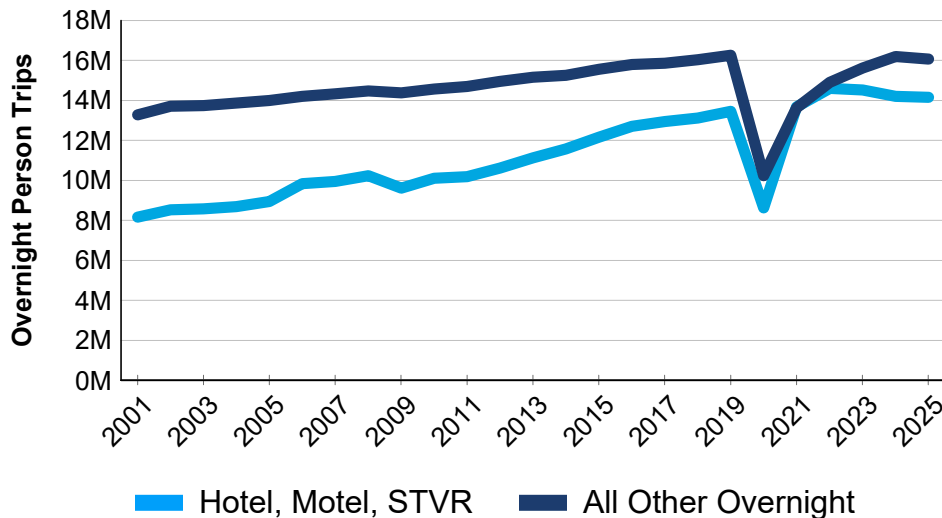
Domestic Air Visitor Arrivals



In 2025, Oregon welcomed 4.3 million U.S. visitors who traveled to the state by plane, a 4.4% increase compared to the previous year. This number is still 33,000 less than the visitors who traveled by plane in 2019.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Volume



Overall, overnight visitor volume fell by 0.6% in 2025 compared to the previous year. The number of visitors who stayed in a hotel, motel, or STVR decreased by 0.4% and the number of visitors who camped, stayed with friends and family, or stayed in a second home declined by 0.8%

Sources: Oregon Department of Revenue, Dean Runyan Associates, Omnitrak Group, Oregon State Parks, STR LLC., KeyData Dashboard, AirDNA, U.S. Census Bureau

Oregon Travel Impacts

Overnight Visitation, 2025

Overnight visitor volume for Oregon is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon.

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR						
All Modes of Transport	\$247	\$607	\$564	\$1,413	2.3	2.5
Air	\$255	\$899	\$476	\$1,678	1.9	3.5
Other	\$189	\$430	\$460	\$1,045	2.4	2.3
Private Home						
All Modes of Transport	\$56	\$216	\$125	\$499	2.2	4.0
Air	\$80	\$507	\$140	\$892	1.8	6.4
Other	\$43	\$149	\$106	\$365	2.5	3.4
Other Overnight						
All Modes of Transport	\$44	\$164	\$145	\$541	3.3	3.7
All Overnight						
All Modes of Transport	\$103	\$338	\$251	\$834	2.4	3.3

Overnight-Visitor Volume, 2023-2025

	Person-Nights (Millions)			Party-Nights (Millions)		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	38.3	37.6	37.4	15.5	15.6	15.6
Private Home	44.6	45.0	45.1	20.0	19.8	20.1
Other Overnight	17.0	17.1	16.5	5.4	5.2	5.0
All Overnight	99.9	99.7	99.0	40.9	40.6	40.7

	Person-Trips (Millions)			Party-Trips (Millions)		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	14.5	14.2	14.1	5.8	5.9	5.9
Private Home	11.0	11.6	11.6	4.8	5.0	5.0
Other Overnight	4.6	4.6	4.4	1.5	1.4	1.3
All Overnight	30.1	30.4	30.2	12.1	12.2	12.2

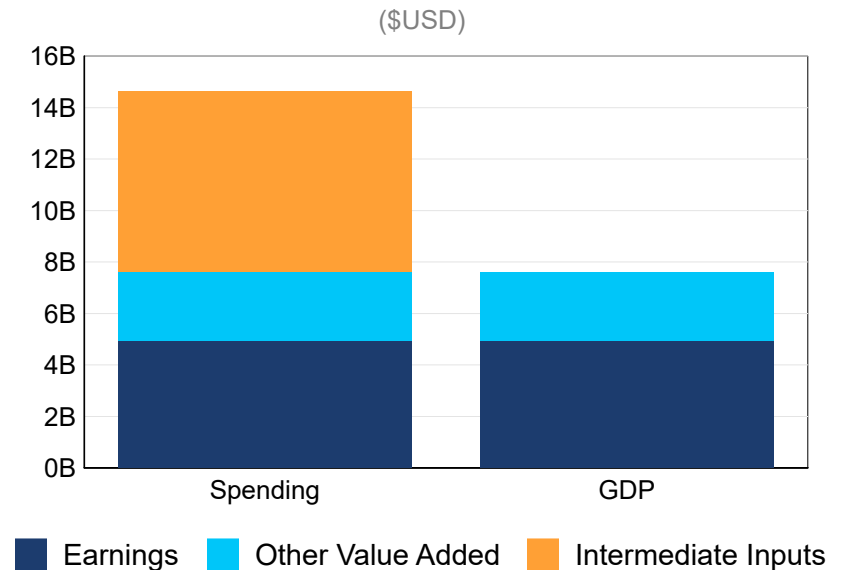
Oregon Travel Impacts

Travel Industry GDP, 2025

Gross Domestic Product (GDP, also referred to as value added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. It excludes the intermediate inputs purchased by businesses from other firms for use in the production process. This would include items like raw ingredients used for crafting dishes that are served to customers in a restaurant. The relationship between travel spending and the GDP of the Oregon travel industry is shown to the right. Oregon travel industry GDP of \$7.6 billion represents approximately 2% of the total Oregon GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Oregon will be delivered by other Oregon firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Oregon businesses. These inputs are sometimes referred to as "indirect" effects.

Travel Spending and GDP of Travel Industry



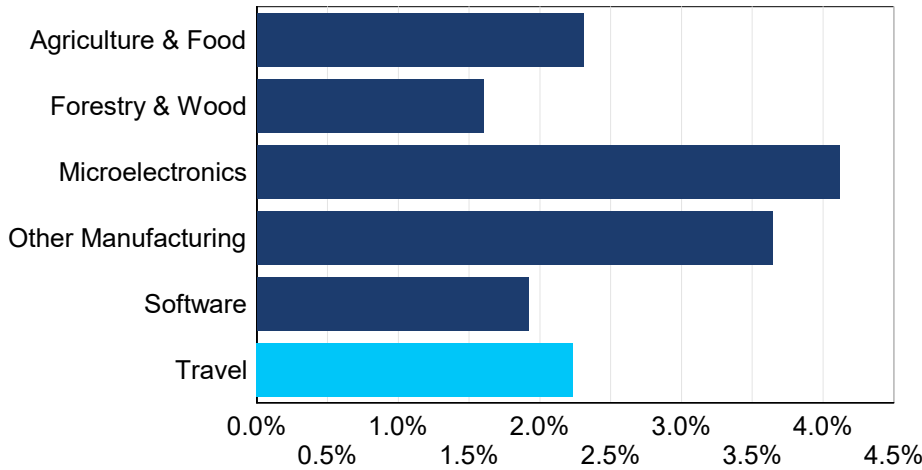
Oregon Travel Impacts

Oregon Export-Oriented Industries, 2025

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as logging, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

Oregon Gross Domestic Product

Share of GDP for Selected Industries, 2025



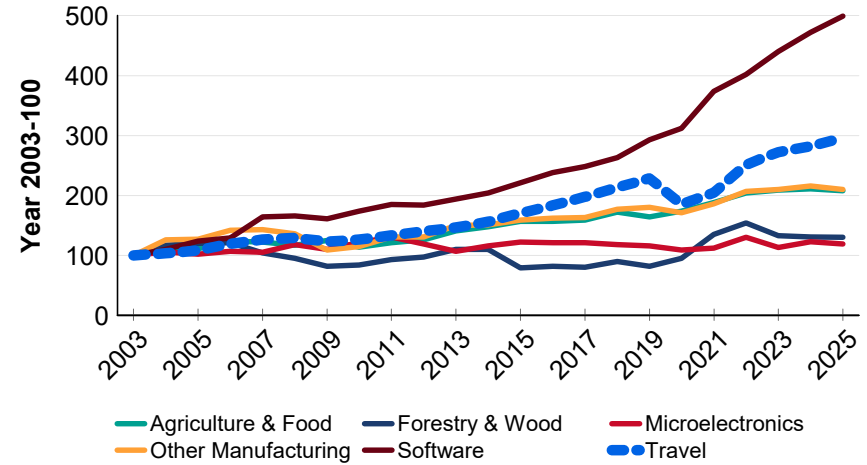
A comparison of the GDPs of the leading export-oriented industries in Oregon is shown for 2025. It should be noted that the largest industry, microelectronics, is concentrated in the urbanized areas of Oregon, primarily Washington County. The primary export-oriented industries in most rural counties are agriculture and food processing, forestry and wood products, and the travel industry. The travel industry is the fourth-largest export-oriented industry in Oregon, making up 2% of Oregon's GDP.

Sources: Dean Runyan Associates, Bureau of Economic Analysis.

Note: "Other Manufacturing" is not a distinct industry, accounting for the remaining manufacturing categories not covered by, "Agriculture & Food", "Forestry & Wood", or "Microelectronics", shown for comparative purposes only. 2025 GDP estimates by Dean Runyan Associates.

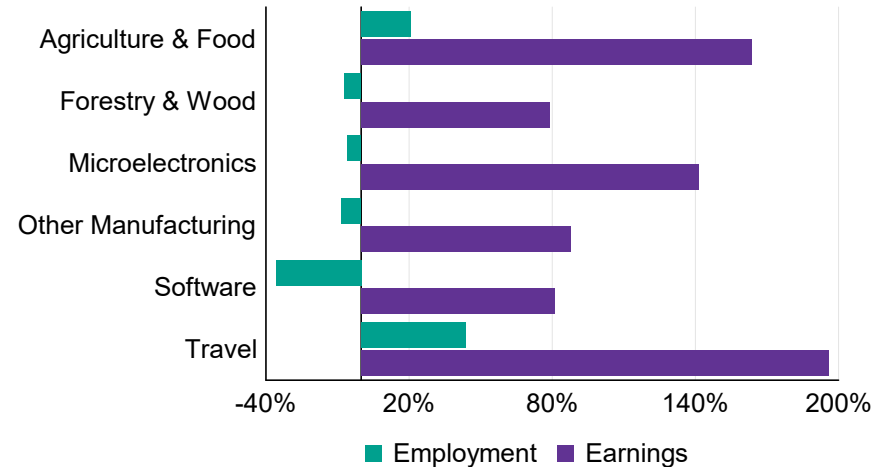
Change in Oregon GDP

Selected Industries, 2003-2025



Change in Earnings and Employment

Selected Industries, 2003-2025



Oregon Travel Impacts

Total Travel Impacts

The total visitor impacts—which include direct and secondary spending, earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

Professional Services (12,560 jobs and \$957 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

Education & Health Services (9,450 jobs and \$724 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

Financial Activities (7,580 jobs and \$438 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

Other Services (3,790 jobs and \$247 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.

Note: The total impacts reported here only reflect the impacts attributable to visitor spending. The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



Indirect and induced impacts are the two categories of secondary economic impacts.

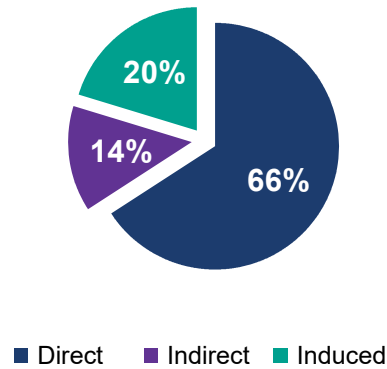
What are secondary impacts?

Secondary impacts are the result of respending of travel-related revenues. **Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses. **Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

Oregon Travel Impacts

Total Employment, 2025

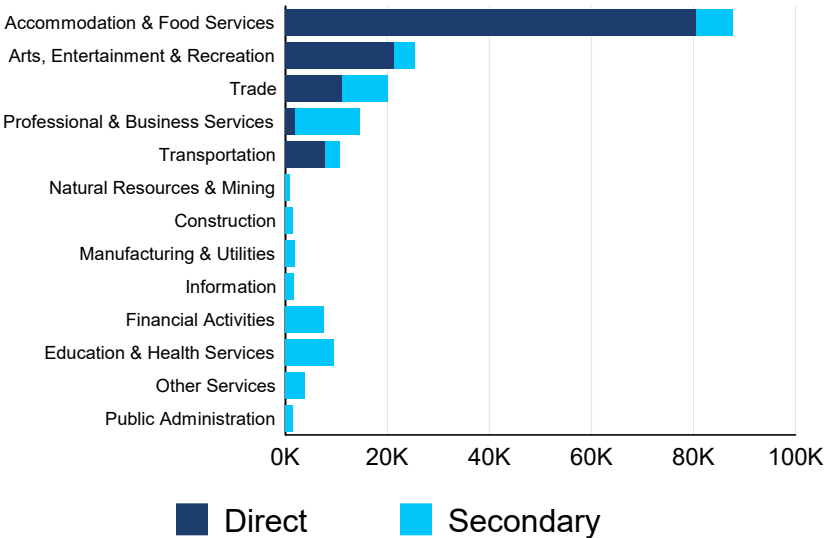
Share of Total Employment



In 2025, **Professional & Business Services** generated **12,560 jobs in secondary employment**, which was the highest among the industry groups.

Direct & Secondary Employment

(Jobs)



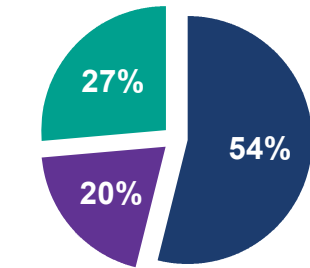
Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	80,580	2,760	4,350	7,120	87,700
Arts, Entertainment & Recreation	21,340	2,640	1,360	4,000	25,350
Trade	11,160	940	8,040	8,980	20,140
Transportation	7,810	1,810	980	2,790	10,600
Professional & Business Services	2,030	8,810	3,740	12,560	14,590
Natural Resources & Mining	0	540	410	950	950
Construction	0	800	780	1,580	1,580
Manufacturing & Utilities	0	1,210	770	1,990	1,990
Information	0	1,070	590	1,670	1,670
Financial Activities	0	3,460	4,120	7,580	7,580
Education & Health Services	0	180	9,270	9,450	9,450
Other Services	0	1,030	2,760	3,790	3,790
Public Administration	0	870	510	1,370	1,370
All Industries	122,920	26,130	37,700	63,830	186,750

Values may not add to totals due to rounding.

Oregon Travel Impacts

Total Earnings, 2025

Share of Total Earnings

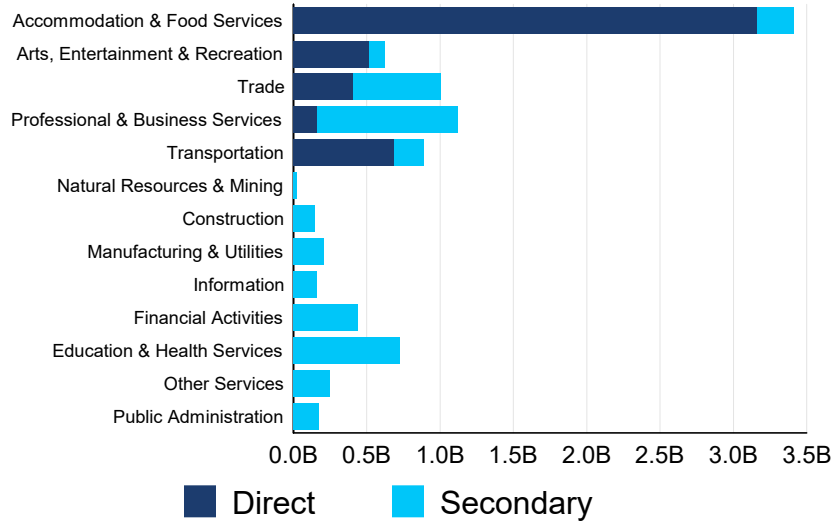


■ Direct ■ Indirect ■ Induced

Percent may not sum to 100% due to rounding.

Direct & Secondary Earnings

(\$USD)



■ Direct ■ Secondary

In 2025, **Professional & Business Services** generated **\$957 million in secondary earnings**, which was the highest among the industry groups.

Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	3,164	97	152	249	3,414
Transportation	692	124	75	199	891
Arts, Entertainment & Recreation	520	67	40	107	627
Trade	410	102	495	598	1,008
Professional & Business Services	161	681	276	957	1,118
Natural Resources & Mining	0	12	14	26	26
Construction	0	74	71	145	145
Manufacturing & Utilities	0	127	78	205	205
Information	0	106	58	165	165
Financial Activities	0	201	237	438	438
Education & Health Services	0	7	716	724	724
Other Services	0	91	156	247	247
Public Administration	0	111	64	174	174
All Industries	4,947	1,800	2,434	4,234	9,182

Values may not add to totals due to rounding. Figures in \$Millions.





Region Impacts

2025

Oregon / Tourism Regions

Central Coast

West Douglas
West Lane
Lincoln

Central Oregon

Crook
Deschutes
Jefferson
South Wasco

Eastern Oregon

Baker
Gilliam
Grant
Harney
Malheur
Morrow
Sherman
Umatilla
Union
Wallowa
Wheeler

Mt. Hood & Columbia River Gorge

East Clackamas
Hood River
East Multnomah
North Wasco

North Coast

Clatsop
Tillamook

Portland Region

West Clackamas
Columbia
West Multnomah
Washington

South Coast

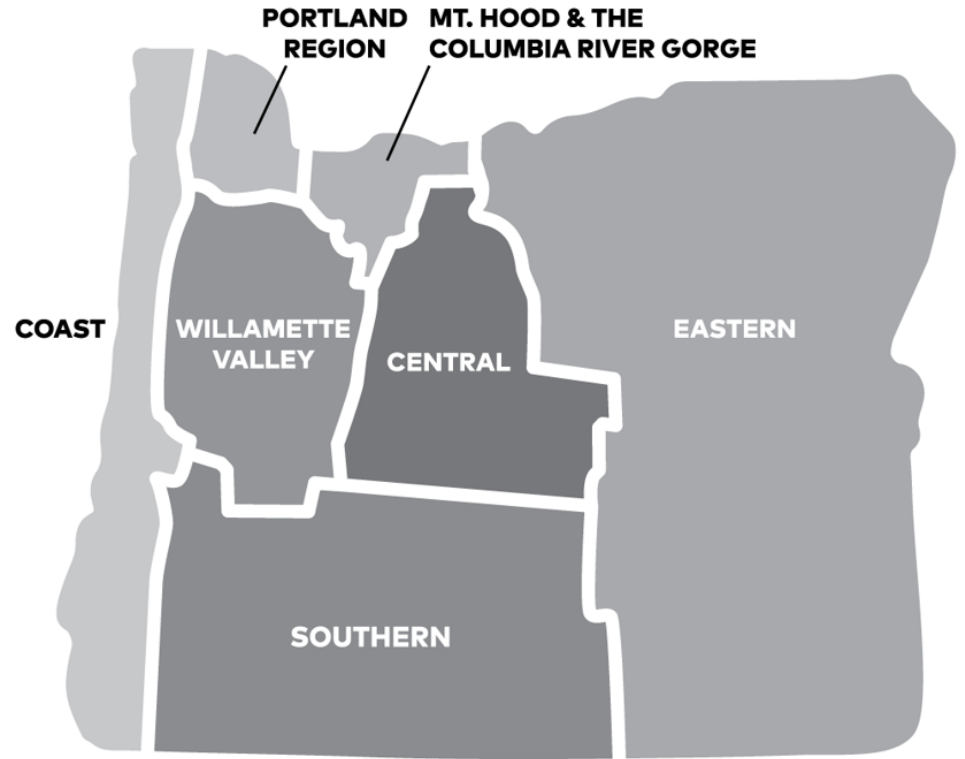
Coos
Curry

Southern Oregon

East Douglas
Jackson
Josephine
Klamath
Lake

Willamette Valley

Benton
South Clackamas
East Lane
Linn
Marion
Polk
Yamhill



Region

Direct Travel Impacts, 2025

	Travel Spending		Earnings (Millions)	Employ. (Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor (Millions)					
Willamette Valley	\$2,637	\$2,349	\$756	23,340	\$35	\$79	\$114
Oregon Coast	\$2,598	\$2,572	\$1,015	26,750	\$53	\$84	\$137
North Coast	\$941	\$935	\$407	9,800	\$24	\$31	\$56
Central Coast	\$1,077	\$1,051	\$396	10,880	\$23	\$34	\$57
South Coast	\$580	\$570	\$212	6,070	\$6	\$19	\$25
Portland Region	\$5,549	\$4,161	\$1,887	35,840	\$143	\$157	\$300
Southern Oregon	\$1,453	\$1,334	\$449	13,150	\$22	\$43	\$65
Central Oregon	\$1,298	\$1,176	\$437	11,010	\$29	\$40	\$69
Eastern Oregon	\$566	\$550	\$198	7,040	\$9	\$18	\$27
Mt. Hood & CRG*	\$536	\$512	\$205	5,800	\$10	\$18	\$29

Note: Earnings includes wage and salary disbursements, other earned income, and proprietor income. Employment includes payroll employees and proprietors. The sum of visitor spending at the regional level will be less than the state due to the treatment of transportation between regions.

*Mt. Hood & Columbia River Gorge

Region

Overnight-Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Willamette Valley	21,884,150	8,730,430	7,349,480	2,911,370
Oregon Coast	17,353,930	6,272,990	5,735,950	2,115,440
North Coast	5,642,600	2,025,700	1,882,010	688,700
Central Coast	7,108,610	2,561,250	2,397,230	885,150
South Coast	4,602,720	1,686,030	1,633,530	613,040
Portland Region	26,388,550	13,051,500	8,464,870	4,051,350
Southern Oregon	13,157,560	4,981,690	4,212,020	1,602,670
Central Oregon	10,502,540	3,947,220	3,329,410	1,251,390
Eastern Oregon	5,688,630	2,129,140	2,164,180	827,470
Mt. Hood & Columbia River Gorge	4,010,880	1,560,940	1,344,990	522,670

Note: The sum of trips for regions will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.



Willamette Valley

Direct Travel Impact Insights, 2025

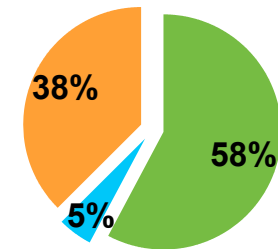
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$148,697
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$238
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

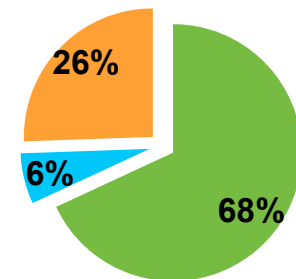
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Willamette Valley



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Willamette Valley

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	1,102.5	1,879.8	1,995.0	2,058.3	1,041.6	2,069.6	2,510.2	2,545.5	2,580.5	2,636.7	▲ 2.2%	▲ 4.0%
Other	100.2	251.5	284.6	286.7	159.8	224.6	315.0	288.8	287.6	287.4	▼ -0.1%	▲ 4.9%
Visitor	1,002.2	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,195.1	2,256.7	2,292.9	2,349.4	▲ 2.5%	▲ 3.9%
Earnings (\$Millions)												
Earnings	271.7	520.6	565.5	596.4	487.0	561.4	678.2	703.8	724.5	755.5	▲ 4.3%	▲ 4.8%
Employment (Jobs)												
Employment	16,420	21,900	22,790	23,230	18,020	19,940	23,180	23,070	23,030	23,340	▲ 1.3%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	38.7	80.6	84.9	88.6	61.5	88.7	106.3	108.1	111.4	114.0	▲ 2.2%	▲ 5.0%
Local	8.7	21.5	22.4	23.8	15.6	25.5	32.1	32.7	34.0	34.7	▲ 2.1%	▲ 6.5%
State	30.0	59.2	62.5	64.9	45.9	63.2	74.2	75.3	77.4	79.2	▲ 2.3%	▲ 4.5%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Willamette Valley

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	1,002.2	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,195.1	2,256.7	2,292.9	2,349.4	2.5%	1.7%
Other Travel*	100.2	251.5	284.6	286.7	159.8	224.6	315.0	288.8	287.6	287.4	-0.1%	-2.3%
TOTAL	1,102.5	1,879.8	1,995.0	2,058.3	1,041.6	2,069.6	2,510.2	2,545.5	2,580.5	2,636.7	2.2%	1.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	304.6	627.8	658.1	685.5	317.2	701.4	915.2	946.4	982.8	1,004.8	2.2%	2.4%
Hotel, Motel**						639.5	841.6	869.1	902.1	918.5	1.8%	2.2%
STVR**						61.9	73.7	77.4	80.7	86.4	7.0%	4.1%
Private Home	318.8	484.0	510.7	525.2	291.5	573.6	634.2	635.8	634.8	653.5	2.9%	0.8%
Campground	42.4	58.1	60.8	63.4	50.9	56.3	63.3	69.2	64.3	64.4	0.0%	0.4%
Second Home	9.0	14.8	15.4	15.8	12.9	14.6	16.2	16.6	16.8	17.1	1.8%	1.4%
Day Travel	327.4	443.6	465.3	481.8	209.3	499.1	566.3	588.6	594.1	609.6	2.6%	1.9%
TOTAL	1,002.2	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,195.1	2,256.7	2,292.9	2,349.4	2.5%	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	121.5	284.2	283.3	293.6	173.8	335.9	415.9	430.7	451.4	455.9	1.0%	2.3%
Food Service	245.0	448.5	474.8	501.9	232.5	502.0	570.2	616.8	648.7	676.6	4.3%	4.4%
Food Stores	102.8	156.3	160.4	165.6	99.4	188.7	213.0	222.9	223.7	229.0	2.3%	1.8%
Local Tran. & Gas	130.7	219.5	254.1	258.5	110.7	247.8	332.8	310.3	288.4	291.7	1.2%	-3.2%
Arts, Ent. & Rec.	211.1	267.4	276.4	283.9	129.7	277.3	310.5	327.9	330.7	339.5	2.7%	2.3%
Retail Sales	168.7	203.5	208.1	213.0	112.7	239.6	261.7	262.1	258.3	261.5	1.2%	0.0%
Visitor Air Tran.	22.5	49.0	53.3	55.0	22.9	53.6	91.0	86.2	91.7	95.1	3.7%	1.1%
TOTAL	1,002.2	1,628.3	1,710.4	1,771.6	881.8	1,845.0	2,195.1	2,256.7	2,292.9	2,349.4	2.5%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Willamette Valley

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	150.6	314.8	342.7	364.6	290.0	351.3	430.0	450.7	465.3	485.8	4.4%	3.1%
Arts, Ent. & Rec.	65.7	88.9	95.1	101.2	81.2	90.7	114.9	120.2	124.2	131.8	6.2%	3.5%
Retail**	35.7	54.6	57.5	59.9	60.0	64.9	70.2	71.3	71.8	72.3	0.7%	0.8%
Ground Tran.	5.6	9.0	9.7	10.6	7.4	10.9	13.1	13.0	14.0	14.5	3.5%	2.6%
Visitor Air Tran.	1.3	2.3	2.5	2.6	2.5	2.6	2.9	4.1	4.7	5.3	13.2%	16.5%
Other Travel*	12.8	51.0	57.9	57.5	45.8	41.0	47.1	44.5	44.6	45.8	2.7%	-0.7%
TOTAL	271.7	520.6	565.5	596.4	487.0	561.4	678.2	703.8	724.5	755.5	4.3%	2.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	9,170	12,560	13,040	13,340	10,330	11,930	13,880	13,910	13,960	14,120	1.1%	0.4%
Arts, Ent. & Rec.	4,550	5,530	5,780	5,960	4,320	4,670	5,820	5,820	5,780	5,980	3.4%	0.7%
Retail**	1,880	2,180	2,210	2,240	2,070	2,170	2,260	2,210	2,160	2,120	-1.8%	-1.6%
Ground Tran.	240	240	250	260	190	280	290	260	260	270	4.7%	-1.2%
Visitor Air Tran.	40	50	50	50	50	50	50	60	60	70	12.6%	8.7%
Other Travel*	540	1,340	1,450	1,370	1,060	850	890	820	800	780	-3.1%	-3.2%
TOTAL	16,420	21,900	22,790	23,230	18,020	19,940	23,180	23,070	23,030	23,340	1.3%	0.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	8.7	21.5	22.4	23.8	15.6	25.5	32.1	32.7	34.0	34.7	2.1%	2.0%
State Tax Receipts	30.0	59.2	62.5	64.9	45.9	63.2	74.2	75.3	77.4	79.2	2.3%	1.7%
TOTAL	38.7	80.6	84.9	88.6	61.5	88.7	106.3	108.1	111.4	114.0	2.2%	1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

Willamette Valley

Overnight Visitation

Overnight visitor volume for Willamette Valley region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$186	\$396	\$439	\$947	2.4	2.2
Private Home	\$47	\$158	\$115	\$399	2.5	3.5
Other Overnight	\$46	\$174	\$156	\$587	3.4	3.8
All Overnight	\$79	\$237	\$199	\$598	2.5	3.0

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	6,095,690	6,105,070	6,127,340	2,461,280	2,535,440	2,546,940
Private Home	13,831,980	13,971,890	13,998,960	5,689,930	5,623,810	5,661,570
Other Overnight	1,773,470	1,772,020	1,757,860	554,590	525,920	521,910
All Overnight	21,701,150	21,848,980	21,884,150	8,705,810	8,685,170	8,730,430

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,754,050	2,745,350	2,748,890	1,103,750	1,133,170	1,135,310
Private Home	3,916,650	4,125,190	4,133,180	1,580,620	1,629,950	1,637,370
Other Overnight	474,470	471,190	467,410	148,260	139,750	138,680
All Overnight	7,145,170	7,341,730	7,349,480	2,832,620	2,902,880	2,911,370

Oregon Coast

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$152,064
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,399
Visitor Shares	
Travel Share of Total Employment	21%
Overnight-Visitor Day Share of Resident Population*	21%

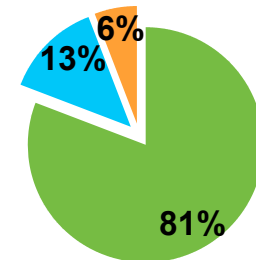
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 21% of the population is added to the amount of people in the area.

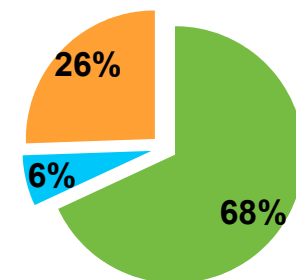
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Oregon Coast



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Oregon Coast

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	1,180.1	1,985.3	2,064.2	2,138.4	1,499.9	1,944.2	2,440.6	2,525.7	2,569.9	2,598.4	▲ 1.1%	▲ 3.7%
Other	17.9	26.0	30.5	29.8	26.8	23.3	27.5	23.5	25.0	26.1	▲ 4.4%	▲ 1.7%
Visitor	1,162.2	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,413.1	2,502.2	2,544.9	2,572.2	▲ 1.1%	▲ 3.7%
Earnings (\$Millions)												
Earnings	329.6	612.4	674.3	721.6	632.5	709.9	848.9	938.5	963.5	1,015.2	▲ 5.4%	▲ 5.2%
Employment (Jobs)												
Employment	18,430	22,610	23,460	24,180	20,290	21,870	25,160	26,880	26,750	26,750	▼ 0.0%	▲ 1.7%
Tax Revenue (\$Millions)												
Total	40.5	87.3	93.8	97.6	94.1	107.9	125.2	129.3	133.8	137.4	▲ 2.7%	▲ 5.7%
Local	13.9	31.6	34.4	35.4	38.5	44.3	50.6	49.9	52.3	53.3	▲ 1.9%	▲ 6.3%
State	26.6	55.7	59.4	62.3	55.7	63.7	74.6	79.4	81.5	84.1	▲ 3.1%	▲ 5.4%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Oregon Coast

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	1,162.2	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,413.1	2,502.2	2,544.9	2,572.2	1.1%	1.6%
Other Travel*	17.9	26.0	30.5	29.8	26.8	23.3	27.5	23.5	25.0	26.1	4.4%	-1.3%
TOTAL	1,180.1	1,985.3	2,064.2	2,138.4	1,499.9	1,944.2	2,440.6	2,525.7	2,569.9	2,598.4	1.1%	1.6%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	456.9	991.9	1,027.2	1,065.1	908.0	1,180.0	1,349.4	1,390.6	1,437.5	1,474.1	2.5%	2.2%
Hotel, Motel**						753.9	858.8	895.3	906.7	941.4	3.8%	2.3%
STVR**						426.1	490.5	495.3	530.8	532.7	0.3%	2.1%
Private Home	64.4	85.6	89.5	91.8	102.8	103.0	101.0	101.4	100.7	104.7	4.0%	0.9%
Campground	148.6	189.5	197.5	205.8	142.2	165.7	180.8	189.0	176.5	157.8	-10.6%	-3.3%
Second Home	47.9	66.7	69.3	71.0	57.9	71.8	81.1	83.7	84.6	86.2	2.0%	1.6%
Day Travel	444.5	625.6	650.2	674.9	262.2	400.3	700.8	737.5	745.7	749.4	0.5%	1.7%
TOTAL	1,162.2	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,413.1	2,502.2	2,544.9	2,572.2	1.1%	1.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	232.7	489.5	497.2	509.1	546.8	744.8	824.8	828.7	868.5	878.5	1.2%	1.6%
Food Service	295.8	579.3	606.7	642.9	371.2	444.5	600.8	658.4	682.6	696.7	2.1%	3.8%
Food Stores	127.5	186.3	190.0	197.2	132.1	178.4	229.0	243.1	240.0	235.5	-1.9%	0.7%
Local Tran. & Gas	107.8	188.7	214.4	218.6	123.7	176.1	245.6	237.7	218.2	215.1	-1.4%	-3.3%
Arts, Ent. & Rec.	192.5	261.9	268.1	276.5	146.3	174.8	239.8	256.1	263.2	273.0	3.7%	3.3%
Retail Sales	202.9	250.5	254.1	260.9	151.6	198.6	268.2	273.2	267.2	265.8	-0.5%	-0.2%
Visitor Air Tran.	3.1	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.7	45.6%	12.3%
TOTAL	1,162.2	1,959.3	2,033.7	2,108.6	1,473.1	1,920.8	2,413.1	2,502.2	2,544.9	2,572.2	1.1%	1.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Oregon Coast

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	217.7	445.8	497.5	536.2	453.9	518.8	632.7	717.6	734.0	787.9	7.3%	5.6%
Arts, Ent. & Rec.	55.0	76.3	80.6	86.2	72.2	80.4	99.1	101.8	108.4	106.6	-1.7%	1.8%
Retail**	43.3	65.7	68.8	71.2	80.7	88.2	90.1	92.4	92.5	91.8	-0.8%	0.5%
Ground Tran.	4.3	8.7	9.1	9.9	9.3	7.5	9.8	10.9	11.8	11.4	-3.4%	3.9%
Visitor Air Tran.	1.4	3.9	4.4	4.3	4.2	4.4	4.4	4.7	4.9	5.4	10.4%	5.0%
Other Travel*	7.8	12.0	13.9	13.7	12.2	10.6	12.7	11.1	11.9	12.0	1.6%	-1.2%
TOTAL	329.6	612.4	674.3	721.6	632.5	709.9	848.9	938.5	963.5	1,015.2	5.4%	4.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	11,740	15,320	16,000	16,650	13,570	14,960	17,450	19,210	19,090	19,250	0.8%	2.5%
Arts, Ent. & Rec.	3,950	4,050	4,170	4,260	3,400	3,570	4,440	4,410	4,450	4,400	-1.0%	-0.2%
Retail**	2,340	2,680	2,700	2,700	2,830	2,950	2,850	2,860	2,800	2,690	-3.9%	-1.5%
Ground Tran.	190	230	230	240	230	180	200	200	210	200	-2.5%	0.4%
Visitor Air Tran.	40	60	60	60	60	60	50	50	50	60	10.9%	2.5%
Other Travel*	180	270	300	270	200	150	160	140	150	140	-6.0%	-3.6%
TOTAL	18,430	22,610	23,460	24,180	20,290	21,870	25,160	26,880	26,750	26,750	0.0%	1.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	13.9	31.6	34.4	35.4	38.5	44.3	50.6	49.9	52.3	53.3	1.9%	1.3%
State Tax Receipts	26.6	55.7	59.4	62.3	55.7	63.7	74.6	79.4	81.5	84.1	3.1%	3.0%
TOTAL	40.5	87.3	93.8	97.6	94.1	107.9	125.2	129.3	133.8	137.4	2.7%	2.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

Oregon Coast

Overnight Visitation

Overnight visitor volume for Oregon Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$265	\$606	\$648	\$1,482	2.4	2.3
Private Home	\$39	\$139	\$99	\$359	2.6	3.6
Other Overnight	\$44	\$161	\$145	\$527	3.3	3.6
All Overnight	\$105	\$318	\$291	\$862	2.8	3.0

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	9,365,010	9,218,330	9,113,480	3,552,940	3,564,200	3,531,640
Private Home	2,703,940	2,703,110	2,708,340	1,070,810	1,049,270	1,053,630
Other Overnight	5,847,730	5,857,120	5,532,110	1,871,030	1,780,360	1,687,710
All Overnight	17,916,680	17,778,560	17,353,930	6,494,790	6,393,830	6,272,990

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	3,562,400	3,490,030	3,467,650	1,365,210	1,367,030	1,360,880
Private Home	719,750	749,880	751,330	284,340	290,390	291,300
Other Overnight	1,606,690	1,603,560	1,516,970	514,510	487,940	463,260
All Overnight	5,888,840	5,843,470	5,735,950	2,164,060	2,145,360	2,115,440

North Coast

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$148,921
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$43
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,908
Visitor Shares	
Travel Share of Total Employment	23%
Overnight-Visitor Day Share of Resident Population*	23%

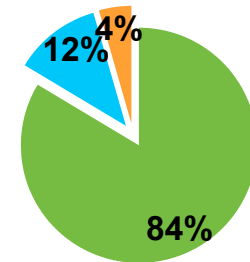
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 23% of the population is added to the amount of people in the area.

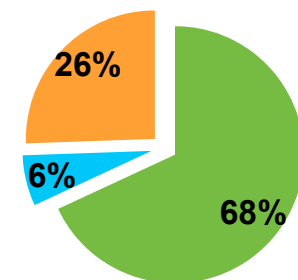
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

North Coast



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

North Coast

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	446.6	793.8	824.7	850.7	595.7	704.3	890.4	918.6	932.2	941.4	▲ 1.0%	▲ 3.4%
Other	10.1	4.2	4.8	4.9	2.3	4.4	6.1	5.6	6.2	6.1	▼ -1.9%	▼ -2.3%
Visitor	436.4	789.6	819.8	845.9	593.4	699.9	884.3	913.0	926.0	935.4	▲ 1.0%	▲ 3.5%
Earnings (\$Millions)												
Earnings	128.2	254.9	285.9	307.9	257.3	292.1	346.5	378.5	384.5	407.1	▲ 5.9%	▲ 5.4%
Employment (Jobs)												
Employment	6,480	8,430	8,800	9,180	7,490	8,220	9,390	9,840	9,780	9,800	▲ 0.2%	▲ 1.9%
Tax Revenue (\$Millions)												
Total	15.3	36.4	39.2	40.9	40.9	43.0	50.3	51.8	53.7	55.7	▲ 3.8%	▲ 6.1%
Local	5.5	14.4	15.5	16.1	18.7	18.7	22.2	22.2	23.5	24.4	▲ 3.7%	▲ 7.0%
State	9.8	22.0	23.7	24.9	22.2	24.4	28.0	29.6	30.2	31.3	▲ 3.8%	▲ 5.4%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

North Coast

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	436.4	789.6	819.8	845.9	593.4	699.9	884.3	913.0	926.0	935.4	1.0%	1.4%
Other Travel*	10.1	4.2	4.8	4.9	2.3	4.4	6.1	5.6	6.2	6.1	-1.9%	-0.2%
TOTAL	446.6	793.8	824.7	850.7	595.7	704.3	890.4	918.6	932.2	941.4	1.0%	1.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	159.8	388.2	403.5	414.6	380.8	419.7	467.4	480.0	496.5	520.8	4.9%	2.7%
Hotel, Motel**						235.9	260.9	272.0	267.3	282.6	5.7%	2.0%
STVR**						183.8	206.6	208.0	229.2	238.1	3.9%	3.6%
Private Home	15.3	21.4	22.4	23.0	24.1	26.1	27.0	27.1	27.0	27.7	2.6%	0.6%
Campground	47.0	59.5	62.0	64.6	38.4	44.9	53.1	53.4	50.2	33.7	-32.9%	-10.8%
Second Home	20.9	29.0	30.0	30.8	25.3	32.9	38.2	39.6	40.0	40.9	2.1%	1.7%
Day Travel	193.4	291.5	302.0	312.9	124.8	176.3	298.5	312.9	312.2	312.4	0.1%	1.1%
TOTAL	436.4	789.6	819.8	845.9	593.4	699.9	884.3	913.0	926.0	935.4	1.0%	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	83.2	197.9	204.0	207.2	241.6	282.7	298.3	297.9	316.1	327.3	3.5%	2.3%
Food Service	119.5	245.7	256.5	270.4	148.5	165.5	242.6	263.7	267.9	270.4	0.9%	2.7%
Food Stores	46.6	71.5	72.7	75.2	46.6	62.5	79.7	83.7	82.3	77.6	-5.7%	-0.7%
Local Tran. & Gas	35.4	66.5	75.3	76.4	44.3	55.4	74.6	71.9	64.9	63.6	-2.1%	-3.9%
Arts, Ent. & Rec.	69.8	102.0	104.1	106.9	52.0	58.2	89.0	94.5	97.3	101.6	4.3%	3.4%
Retail Sales	81.9	106.1	107.3	109.8	60.3	75.5	100.1	101.3	97.4	95.0	-2.5%	-1.3%
TOTAL	436.4	789.6	819.8	845.9	593.4	699.9	884.3	913.0	926.0	935.4	1.0%	1.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

North Coast

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	85.8	193.3	220.6	239.3	192.2	219.2	268.8	298.7	303.2	328.1	8.2%	5.1%
Arts, Ent. & Rec.	20.8	31.5	33.3	35.5	30.5	34.8	39.2	40.6	41.4	39.8	-3.9%	0.4%
Retail**	16.5	26.3	28.0	28.8	30.6	35.1	34.9	35.3	35.2	34.7	-1.4%	-0.1%
Ground Tran.	1.7	3.6	3.7	4.0	3.6	2.7	3.4	3.7	4.0	3.9	-2.8%	3.6%
Other Travel*	3.4	0.2	0.2	0.3	0.3	0.4	0.2	0.2	0.7	0.7	-2.4%	31.5%
TOTAL	128.2	254.9	285.9	307.9	257.3	292.1	346.5	378.5	384.5	407.1	5.9%	4.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,290	6,030	6,400	6,700	5,270	5,780	6,850	7,340	7,340	7,470	1.8%	2.2%
Arts, Ent. & Rec.	1,170	1,230	1,220	1,290	1,080	1,210	1,390	1,370	1,310	1,270	-3.2%	-2.3%
Retail**	900	1,050	1,080	1,080	1,050	1,150	1,060	1,050	1,040	960	-7.0%	-2.4%
Ground Tran.	70	90	90	100	90	60	70	70	70	70	-1.9%	0.1%
Other Travel*	60	10	10	10	10	10	10	10	20	20	-5.7%	17.2%
TOTAL	6,480	8,430	8,800	9,180	7,490	8,220	9,390	9,840	9,780	9,800	0.2%	1.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5.5	14.4	15.5	16.1	18.7	18.7	22.2	22.2	23.5	24.4	3.7%	2.4%
State Tax Receipts	9.8	22.0	23.7	24.9	22.2	24.4	28.0	29.6	30.2	31.3	3.8%	2.8%
TOTAL	15.3	36.4	39.2	40.9	40.9	43.0	50.3	51.8	53.7	55.7	3.8%	2.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

North Coast

Overnight Visitation

Overnight visitor volume for North Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$346	\$763	\$845	\$1,866	2.4	2.2
Private Home	\$35	\$117	\$90	\$303	2.6	3.4
Other Overnight	\$39	\$135	\$123	\$430	3.2	3.5
All Overnight	\$110	\$331	\$308	\$905	2.8	2.9

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,993,890	2,889,880	2,911,830	1,126,430	1,103,570	1,112,760
Private Home	798,080	795,800	797,340	314,370	307,340	307,930
Other Overnight	2,181,170	2,215,430	1,933,430	710,570	685,490	605,010
All Overnight	5,973,140	5,901,120	5,642,600	2,151,380	2,096,390	2,025,700

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,131,620	1,080,970	1,091,920	430,930	419,260	423,790
Private Home	227,370	236,330	236,790	89,630	91,340	91,510
Other Overnight	619,650	628,430	553,300	202,230	194,830	173,390
All Overnight	1,978,630	1,945,730	1,882,010	722,780	705,420	688,700

Central Coast

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$157,041
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$1,859
Visitor Shares	
Travel Share of Total Employment	28%
Overnight-Visitor Day Share of Resident Population*	28%

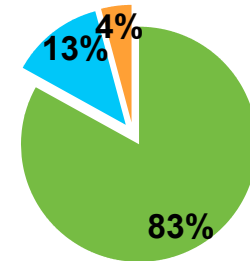
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 28% of the population is added to the amount of people in the area.

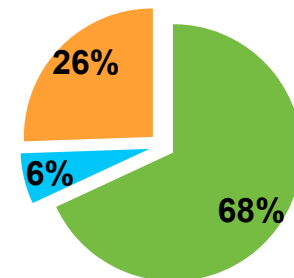
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Central Coast



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Central Coast

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	451.3	787.9	823.5	856.1	607.9	854.1	1,015.0	1,029.4	1,062.1	1,077.2	▲ 1.4%	▲ 4.0%
Other	9.5	28.5	33.7	33.0	28.3	26.6	31.5	26.7	26.1	26.4	▲ 1.2%	▲ 4.8%
Visitor	441.8	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,035.9	1,050.7	▲ 1.4%	▲ 4.0%
Earnings (\$Millions)												
Earnings	120.1	227.1	249.7	265.9	235.7	262.8	321.1	361.8	378.2	395.9	▲ 4.7%	▲ 5.6%
Employment (Jobs)												
Employment	6,860	8,850	9,220	9,440	7,790	8,290	9,740	10,810	10,890	10,880	▼ -0.1%	▲ 2.1%
Tax Revenue (\$Millions)												
Total	16.7	36.2	38.1	39.4	37.3	45.9	51.7	53.5	55.8	56.9	▲ 2.0%	▲ 5.7%
Local	6.8	14.7	15.2	15.4	15.9	20.5	22.0	21.8	22.7	22.9	▲ 0.7%	▲ 5.7%
State	9.9	21.5	22.9	24.1	21.4	25.3	29.7	31.7	33.1	34.0	▲ 2.9%	▲ 5.8%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Central Coast

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	441.8	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,035.9	1,050.7	1.4%	1.7%
Other Travel*	9.5	28.5	33.7	33.0	28.3	26.6	31.5	26.7	26.1	26.4	1.2%	-4.2%
TOTAL	451.3	787.9	823.5	856.1	607.9	854.1	1,015.0	1,029.4	1,062.1	1,077.2	1.4%	1.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	190.4	422.3	438.3	458.5	377.5	548.3	598.3	603.9	630.2	641.9	1.8%	1.8%
Hotel, Motel**						341.1	366.2	367.4	380.7	396.5	4.2%	2.0%
STVR**						207.2	232.1	236.4	249.5	245.4	-1.7%	1.4%
Private Home	20.0	27.9	29.2	29.9	37.8	37.1	31.6	32.1	32.0	32.8	2.5%	0.9%
Campground	57.9	73.2	76.2	79.4	53.4	64.0	64.2	66.2	62.3	62.4	0.3%	-0.7%
Second Home	20.7	29.7	30.8	31.6	25.7	29.7	32.6	33.7	34.2	34.8	1.9%	1.7%
Day Travel	152.9	206.2	215.2	223.8	85.2	148.4	256.8	267.0	277.2	278.8	0.6%	2.1%
TOTAL	441.8	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,035.9	1,050.7	1.4%	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	96.0	201.2	204.2	210.8	215.4	337.2	361.2	356.2	375.1	377.0	0.5%	1.1%
Food Service	106.9	217.7	229.2	244.2	146.7	185.7	227.1	244.7	260.0	267.2	2.8%	4.1%
Food Stores	49.4	72.5	74.2	77.2	51.5	75.9	95.6	100.7	100.7	101.1	0.5%	1.4%
Local Tran. & Gas	36.4	66.6	75.9	77.9	44.1	65.7	89.8	85.8	80.2	79.4	-1.0%	-3.0%
Arts, Ent. & Rec.	74.0	102.6	105.6	109.4	60.9	77.1	95.4	100.1	105.0	109.6	4.3%	3.5%
Retail Sales	79.1	98.7	100.6	103.7	60.9	85.8	114.4	115.3	114.9	116.4	1.3%	0.4%
TOTAL	441.8	759.4	789.8	823.2	579.6	827.5	983.6	1,002.7	1,035.9	1,050.7	1.4%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Central Coast

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	78.7	160.1	177.0	189.8	163.4	189.4	233.1	273.5	284.0	300.1	5.7%	6.5%
Arts, Ent. & Rec.	20.4	27.9	30.3	32.5	25.9	27.2	38.6	39.7	45.0	46.5	3.2%	4.7%
Retail**	16.4	25.2	26.2	27.5	31.3	33.1	34.1	34.8	35.0	34.9	-0.2%	0.6%
Ground Tran.	1.6	3.3	3.5	3.8	3.7	3.3	4.2	4.6	5.0	4.9	-1.3%	4.3%
Other Travel*	3.1	10.7	12.7	12.3	11.5	9.9	11.1	9.3	9.3	9.4	1.6%	-4.1%
TOTAL	120.1	227.1	249.7	265.9	235.7	262.8	321.1	361.8	378.2	395.9	4.7%	5.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	4,380	5,880	6,120	6,330	5,150	5,740	6,710	7,740	7,730	7,730	0.0%	3.6%
Arts, Ent. & Rec.	1,470	1,620	1,710	1,740	1,270	1,240	1,730	1,780	1,900	1,920	0.8%	2.6%
Retail**	870	1,020	1,030	1,030	1,090	1,080	1,080	1,090	1,060	1,050	-1.3%	-0.7%
Ground Tran.	70	90	90	90	90	80	80	80	90	90	-0.3%	0.7%
Other Travel*	80	250	270	250	190	140	140	120	110	100	-7.7%	-7.5%
TOTAL	6,860	8,850	9,220	9,440	7,790	8,290	9,740	10,810	10,890	10,880	-0.1%	2.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.8	14.7	15.2	15.4	15.9	20.5	22.0	21.8	22.7	22.9	0.7%	1.0%
State Tax Receipts	9.9	21.5	22.9	24.1	21.4	25.3	29.7	31.7	33.1	34.0	2.9%	3.5%
TOTAL	16.7	36.2	38.1	39.4	37.3	45.9	51.7	53.5	55.8	56.9	2.0%	2.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

Central Coast

Overnight Visitation

Overnight visitor volume for Central Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$283	\$616	\$692	\$1,507	2.4	2.2
Private Home	\$38	\$131	\$99	\$339	2.6	3.4
Other Overnight	\$45	\$167	\$146	\$548	3.3	3.8
All Overnight	\$109	\$322	\$301	\$872	2.8	2.9

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	4,166,640	4,156,920	4,063,320	1,568,340	1,592,510	1,561,640
Private Home	853,980	859,180	860,840	335,750	331,190	331,830
Other Overnight	2,157,720	2,171,110	2,184,460	694,200	663,880	667,780
All Overnight	7,178,330	7,187,210	7,108,610	2,598,290	2,587,580	2,561,250

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,593,160	1,585,310	1,565,260	607,090	616,910	610,870
Private Home	239,000	250,650	251,130	94,020	96,670	96,860
Other Overnight	576,460	577,280	580,840	185,270	176,370	177,410
All Overnight	2,408,620	2,413,240	2,397,230	886,380	889,960	885,150

South Coast

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$144,732
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$645
Visitor Shares	
Travel Share of Total Employment	14%
Overnight-Visitor Day Share of Resident Population*	14%

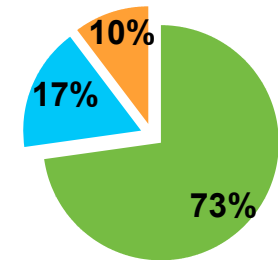
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 14% of the population is added to the amount of people in the area.

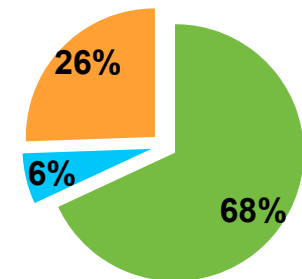
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

South Coast



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

South Coast

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	282.2	403.6	416.1	431.5	296.3	385.8	535.2	577.6	575.7	579.7	▲ 0.7%	▲ 3.3%
Other	7.1	7.2	8.1	8.2	3.9	6.8	10.1	9.7	9.3	10.0	▲ 7.0%	▲ 1.5%
Visitor	275.1	396.4	408.1	423.3	292.5	379.0	525.1	567.9	566.3	569.8	▲ 0.6%	▲ 3.4%
Earnings (\$Millions)												
Earnings	81.3	130.5	138.7	147.8	139.5	155.0	181.3	198.2	200.7	212.1	▲ 5.7%	▲ 4.5%
Employment (Jobs)												
Employment	5,080	5,330	5,430	5,560	5,010	5,360	6,030	6,230	6,080	6,070	▼ -0.2%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	8.5	14.7	16.5	17.2	15.9	19.0	23.3	24.0	24.3	24.7	▲ 1.7%	▲ 5.0%
Local	1.7	2.5	3.8	3.9	3.9	5.1	6.4	6.0	6.0	6.0	▼ -0.6%	▲ 6.1%
State	6.9	12.2	12.7	13.3	12.0	14.0	16.9	18.0	18.3	18.7	▲ 2.5%	▲ 4.7%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.



South Coast

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	275.1	396.4	408.1	423.3	292.5	379.0	525.1	567.9	566.3	569.8	0.6%	2.1%
Other Travel*	7.1	7.2	8.1	8.2	3.9	6.8	10.1	9.7	9.3	10.0	7.0%	-0.2%
TOTAL	282.2	403.6	416.1	431.5	296.3	385.8	535.2	577.6	575.7	579.7	0.7%	2.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	102.8	173.8	176.7	183.1	145.0	204.2	273.7	297.4	302.3	303.0	0.2%	2.6%
Hotel, Motel**						170.2	223.3	247.9	251.4	255.0	1.4%	3.4%
STVR**						34.0	50.4	49.5	50.9	48.0	-5.6%	-1.2%
Private Home	28.6	35.7	37.3	38.2	40.3	38.6	41.2	41.2	40.8	43.3	6.1%	1.2%
Campground	42.7	55.7	58.0	60.5	49.8	55.7	62.0	68.1	62.9	60.7	-3.5%	-0.5%
Second Home	5.9	7.5	7.7	7.9	6.4	8.5	9.3	9.6	9.5	9.7	1.9%	1.2%
Day Travel	95.1	123.8	128.4	133.6	50.9	72.0	139.0	151.6	150.8	153.0	1.5%	2.4%
TOTAL	275.1	396.4	408.1	423.3	292.5	379.0	525.1	567.9	566.3	569.8	0.6%	2.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	53.4	90.5	89.0	91.2	89.8	124.8	165.3	174.6	177.2	174.2	-1.7%	1.3%
Food Service	69.4	116.0	121.0	128.3	75.9	93.3	131.1	149.9	154.7	159.1	2.8%	5.0%
Food Stores	31.4	42.4	43.1	44.8	34.0	40.0	53.7	58.8	57.1	56.8	-0.6%	1.4%
Local Tran. & Gas	27.1	41.6	47.1	48.1	27.6	40.5	61.1	61.5	56.4	55.7	-1.1%	-2.3%
Arts, Ent. & Rec.	48.7	57.3	58.4	60.3	33.3	39.4	55.4	61.5	60.9	61.8	1.6%	2.8%
Retail Sales	41.9	45.7	46.2	47.4	30.4	37.3	53.7	56.6	54.8	54.5	-0.6%	0.3%
Visitor Air Tran.	3.1	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.7	45.6%	12.3%
TOTAL	275.1	396.4	408.1	423.3	292.5	379.0	525.1	567.9	566.3	569.8	0.6%	2.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

South Coast

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53.3	92.4	99.9	107.2	98.3	110.3	130.9	145.4	146.8	159.7	8.8%	5.1%
Arts, Ent. & Rec.	13.8	17.0	17.0	18.2	15.8	18.5	21.3	21.5	22.0	20.4	-7.6%	-1.2%
Retail**	9.9	13.6	13.9	14.2	18.0	19.0	20.4	21.7	21.7	21.5	-0.8%	1.3%
Ground Tran.	1.1	1.8	1.9	2.1	2.0	1.6	2.3	2.6	2.8	2.6	-8.1%	3.6%
Visitor Air Tran.	1.4	3.9	4.4	4.3	4.2	4.4	4.4	4.7	4.9	5.4	10.4%	5.0%
Other Travel*	1.8	1.8	1.7	1.9	1.2	1.3	2.0	2.2	2.5	2.6	1.8%	7.1%
TOTAL	81.3	130.5	138.7	147.8	139.5	155.0	181.3	198.2	200.7	212.1	5.7%	4.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,080	3,410	3,480	3,620	3,150	3,440	3,890	4,130	4,030	4,050	0.6%	1.0%
Arts, Ent. & Rec.	1,320	1,190	1,230	1,230	1,060	1,110	1,320	1,260	1,240	1,220	-1.6%	-2.0%
Retail**	540	570	560	550	660	680	690	700	680	650	-3.1%	-1.2%
Ground Tran.	50	50	50	50	50	40	50	50	50	50	-7.2%	0.1%
Visitor Air Tran.	40	60	60	60	60	60	50	50	50	60	10.9%	2.5%
Other Travel*	70	50	50	50	30	30	40	40	40	40	-0.5%	2.0%
TOTAL	5,080	5,330	5,430	5,560	5,010	5,360	6,030	6,230	6,080	6,070	-0.2%	0.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1.7	2.5	3.8	3.9	3.9	5.1	6.4	6.0	6.0	6.0	-0.6%	-1.4%
State Tax Receipts	6.9	12.2	12.7	13.3	12.0	14.0	16.9	18.0	18.3	18.7	2.5%	2.6%
TOTAL	8.5	14.7	16.5	17.2	15.9	19.0	23.3	24.0	24.3	24.7	1.7%	1.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

South Coast

Overnight Visitation

Overnight visitor volume for South Coast region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$170	\$360	\$414	\$878	2.4	2.1
Private Home	\$41	\$142	\$105	\$363	2.5	3.5
Other Overnight	\$50	\$184	\$170	\$626	3.4	3.7
All Overnight	\$91	\$255	\$247	\$680	2.7	2.8

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,204,490	2,171,530	2,138,330	858,170	868,120	857,250
Private Home	1,051,880	1,048,130	1,050,160	420,690	410,750	413,870
Other Overnight	1,508,840	1,470,580	1,414,230	466,250	430,990	414,920
All Overnight	4,765,210	4,690,230	4,602,720	1,745,120	1,709,860	1,686,030

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	975,560	957,300	945,540	381,860	385,490	381,480
Private Home	293,370	304,560	305,150	116,490	118,510	119,110
Other Overnight	410,580	397,840	382,830	127,010	116,740	112,460
All Overnight	1,679,520	1,659,710	1,633,530	625,360	620,740	613,040

Portland Region

Direct Travel Impact Insights, 2025

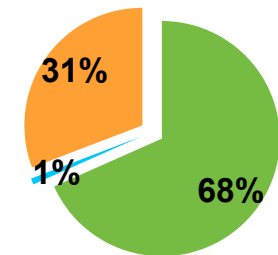
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$209,845
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$431
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	4%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

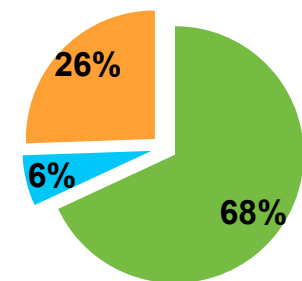
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Portland Region



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Portland Region

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	2,608.7	5,138.8	5,373.1	5,624.6	2,179.9	3,763.8	5,260.3	5,441.7	5,538.5	5,549.0	▲ 0.2%	▲ 3.5%
Other	709.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,529.3	1,480.5	1,474.3	1,388.2	▼ -5.8%	▲ 3.1%
Visitor	1,898.8	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,730.9	3,961.2	4,064.2	4,160.8	▲ 2.4%	▲ 3.6%
Earnings (\$Millions)												
Earnings	643.8	1,353.4	1,458.5	1,566.2	1,143.3	1,207.1	1,557.7	1,724.3	1,801.7	1,887.3	▲ 4.7%	▲ 5.0%
Employment (Jobs)												
Employment	24,920	35,290	36,220	36,910	26,360	26,900	32,690	34,650	35,050	35,840	▲ 2.3%	▲ 1.7%
Tax Revenue (\$Millions)												
Total	103.9	258.9	269.5	277.9	153.7	198.5	246.9	286.2	293.1	300.1	▲ 2.4%	▲ 4.9%
Local	48.9	133.9	137.3	139.0	61.3	88.0	109.3	139.0	140.2	142.6	▲ 1.7%	▲ 5.0%
State	55.0	125.0	132.1	138.9	92.4	110.5	137.7	147.2	152.9	157.5	▲ 3.0%	▲ 4.9%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Portland Region

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	1,898.8	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,730.9	3,961.2	4,064.2	4,160.8	2.4%	2.8%
Other Travel*	709.9	1,298.2	1,375.7	1,514.6	535.6	928.2	1,529.3	1,480.5	1,474.3	1,388.2	-5.8%	-2.4%
TOTAL	2,608.7	5,138.8	5,373.1	5,624.6	2,179.9	3,763.8	5,260.3	5,441.7	5,538.5	5,549.0	0.2%	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	1,009.1	2,327.5	2,421.9	2,488.8	894.9	1,549.9	2,125.2	2,342.4	2,409.9	2,455.2	1.9%	3.7%
Hotel, Motel**						1,423.9	1,996.7	2,212.7	2,279.3	2,325.6	2.0%	3.9%
STVR**						126.0	128.6	129.7	130.6	129.7	-0.7%	0.2%
Private Home	547.6	955.8	996.8	1,024.2	507.3	836.6	1,072.6	1,062.4	1,079.9	1,106.6	2.5%	0.8%
Campground	14.2	21.3	22.3	23.2	18.9	14.2	16.8	17.7	17.1	16.7	-2.2%	0.0%
Second Home	6.0	9.1	9.5	9.8	7.3	8.3	9.1	9.3	9.6	9.8	2.9%	1.9%
Day Travel	321.9	526.9	546.9	564.0	215.8	426.7	507.2	529.4	547.7	572.5	4.5%	3.1%
TOTAL	1,898.8	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,730.9	3,961.2	4,064.2	4,160.8	2.4%	2.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	330.5	943.8	962.9	977.2	368.7	621.4	807.6	871.6	883.0	878.4	-0.5%	2.1%
Food Service	399.0	866.5	907.7	956.2	416.2	702.4	842.6	939.9	993.1	1,053.9	6.1%	5.8%
Food Stores	85.1	146.8	148.8	153.1	87.1	144.8	166.1	175.5	178.0	185.0	3.9%	2.7%
Local Tran. & Gas	285.3	523.0	573.1	580.3	284.9	458.4	575.7	630.5	611.5	630.5	3.1%	2.3%
Arts, Ent. & Rec.	154.8	234.1	239.3	245.2	65.5	106.6	159.2	184.5	220.4	240.2	9.0%	10.8%
Retail Sales	271.5	384.0	388.4	396.4	190.1	328.4	375.5	385.6	385.4	394.7	2.4%	1.3%
Visitor Air Tran.	372.5	742.3	777.2	801.6	231.8	473.8	804.2	773.5	792.7	778.1	-1.8%	-0.8%
TOTAL	1,898.8	3,840.6	3,997.4	4,110.0	1,644.3	2,835.6	3,730.9	3,961.2	4,064.2	4,160.8	2.4%	2.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Portland Region

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	270.3	665.4	725.9	780.9	523.1	572.2	804.5	888.9	918.2	956.5	4.2%	4.4%
Arts, Ent. & Rec.	44.0	80.1	84.4	89.6	60.3	62.8	86.3	89.3	98.4	105.5	7.1%	5.2%
Retail**	46.1	79.7	83.8	86.6	81.3	82.2	96.6	99.3	100.4	102.1	1.7%	1.4%
Ground Tran.	29.1	50.7	52.4	57.0	49.8	48.8	54.1	69.5	74.0	76.8	3.7%	9.1%
Visitor Air Tran.	81.0	162.9	175.2	177.3	151.4	155.0	172.1	192.3	207.9	231.8	11.5%	7.7%
Other Travel*	173.4	314.6	336.8	374.8	277.4	286.1	344.1	385.1	402.6	414.7	3.0%	4.8%
TOTAL	643.8	1,353.4	1,458.5	1,566.2	1,143.3	1,207.1	1,557.7	1,724.3	1,801.7	1,887.3	4.7%	4.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	13,470	21,780	22,360	22,770	15,390	15,990	20,550	21,990	22,000	22,270	1.3%	2.0%
Arts, Ent. & Rec.	2,180	3,090	3,080	3,150	1,930	2,000	2,790	2,850	3,120	3,260	4.4%	3.9%
Retail**	1,910	2,560	2,580	2,570	2,220	2,160	2,410	2,380	2,350	2,330	-1.2%	-0.9%
Ground Tran.	1,270	1,410	1,400	1,450	1,380	1,290	1,210	1,480	1,490	1,530	3.0%	6.2%
Visitor Air Tran.	1,810	2,000	2,110	2,100	1,770	1,790	1,750	1,810	1,910	2,140	12.0%	5.1%
Other Travel*	4,280	4,440	4,690	4,870	3,660	3,670	3,970	4,140	4,180	4,320	3.1%	2.1%
TOTAL	24,920	35,290	36,220	36,910	26,360	26,900	32,690	34,650	35,050	35,840	2.3%	2.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	48.9	133.9	137.3	139.0	61.3	88.0	109.3	139.0	140.2	142.6	1.7%	6.9%
State Tax Receipts	55.0	125.0	132.1	138.9	92.4	110.5	137.7	147.2	152.9	157.5	3.0%	3.4%
TOTAL	103.9	258.9	269.5	277.9	153.7	198.5	246.9	286.2	293.1	300.1	2.4%	5.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

Portland Region

Overnight Visitation

Overnight visitor volume for Portland Region region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$285	\$684	\$594	\$1,465	2.1	2.5
Private Home	\$69	\$253	\$134	\$503	1.9	3.8
Other Overnight	\$43	\$173	\$126	\$509	2.9	4.1
All Overnight	\$136	\$424	\$275	\$886	2.0	3.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	10,174,440	10,011,120	9,808,470	4,513,160	4,617,870	4,555,490
Private Home	15,737,250	15,931,610	15,962,470	8,128,330	8,078,400	8,284,340
Other Overnight	602,870	627,040	617,610	216,640	214,300	211,680
All Overnight	26,514,560	26,569,770	26,388,550	12,858,130	12,910,570	13,051,500

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	4,082,380	4,011,710	3,936,220	1,789,350	1,823,930	1,799,470
Private Home	4,138,820	4,366,290	4,374,750	2,089,360	2,160,980	2,199,620
Other Overnight	151,270	156,430	153,900	53,820	52,970	52,260
All Overnight	8,372,470	8,534,440	8,464,870	3,932,520	4,037,880	4,051,350

Southern Oregon

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$151,261
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$318
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

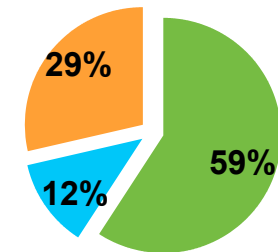
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

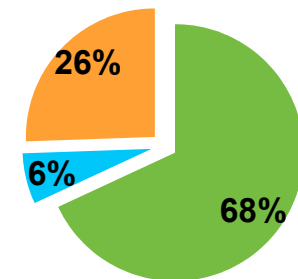
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Southern Oregon



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Southern Oregon

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	717.2	1,055.0	1,097.8	1,132.5	708.0	1,217.6	1,405.9	1,406.7	1,402.1	1,452.8	▲ 3.6%	▲ 3.3%
Other	54.6	93.9	103.0	105.4	45.4	89.3	129.1	121.9	118.9	118.8	▼ -0.1%	▲ 3.6%
Visitor	662.6	961.1	994.7	1,027.0	662.6	1,128.3	1,276.8	1,284.7	1,283.2	1,334.1	▲ 4.0%	▲ 3.2%
Earnings (\$Millions)												
Earnings	186.6	306.0	325.5	339.6	310.7	344.0	398.2	415.5	426.0	448.9	▲ 5.4%	▲ 4.1%
Employment (Jobs)												
Employment	10,850	12,070	12,370	12,510	10,980	11,740	12,810	12,930	12,920	13,150	▲ 1.7%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	25.2	46.5	48.2	49.6	40.4	54.7	60.0	61.1	62.1	64.8	▲ 4.3%	▲ 4.4%
Local	6.9	14.2	14.7	15.0	12.1	18.5	19.5	20.3	20.6	21.7	▲ 5.7%	▲ 5.4%
State	18.3	32.2	33.5	34.5	28.3	36.2	40.5	40.8	41.6	43.1	▲ 3.6%	▲ 4.0%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Southern Oregon

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	662.6	961.1	994.7	1,027.0	662.6	1,128.3	1,276.8	1,284.7	1,283.2	1,334.1	4.0%	1.1%
Other Travel*	54.6	93.9	103.0	105.4	45.4	89.3	129.1	121.9	118.9	118.8	-0.1%	-2.1%
TOTAL	717.2	1,055.0	1,097.8	1,132.5	708.0	1,217.6	1,405.9	1,406.7	1,402.1	1,452.8	3.6%	0.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	280.0	447.4	460.1	473.8	331.9	532.2	587.6	585.1	591.2	626.7	6.0%	1.6%
Hotel, Motel**						475.6	521.3	512.3	517.5	543.0	4.9%	1.0%
STVR**						56.6	66.3	72.8	73.7	83.6	13.5%	6.0%
Private Home	156.8	232.2	242.5	250.5	149.2	269.8	293.7	292.6	292.0	301.6	3.3%	0.7%
Campground	49.8	62.6	65.5	68.2	62.5	98.6	112.7	118.4	111.9	108.1	-3.4%	-1.0%
Second Home	12.8	18.1	18.9	19.3	15.7	18.4	20.3	21.0	21.1	21.5	1.8%	1.4%
Day Travel	163.3	200.7	207.9	215.2	103.3	209.3	262.5	267.6	267.1	276.2	3.4%	1.3%
TOTAL	662.6	961.1	994.7	1,027.0	662.6	1,128.3	1,276.8	1,284.7	1,283.2	1,334.1	4.0%	1.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	118.0	194.3	192.3	195.4	162.6	264.3	279.1	269.5	270.6	285.3	5.5%	0.5%
Food Service	162.0	265.4	275.4	290.8	192.7	319.7	357.9	373.9	387.8	408.8	5.4%	3.4%
Food Stores	65.3	90.0	91.3	94.5	67.5	116.7	134.2	139.0	137.5	140.3	2.0%	1.1%
Local Tran. & Gas	80.4	125.3	142.8	145.0	74.9	143.5	176.9	176.8	164.4	166.1	1.0%	-1.6%
Arts, Ent. & Rec.	106.6	122.9	125.0	128.4	66.8	109.9	121.5	125.0	124.0	128.2	3.4%	1.4%
Retail Sales	106.9	117.3	118.0	120.8	75.5	133.5	149.3	146.3	142.7	145.2	1.8%	-0.7%
Visitor Air Tran.	23.5	45.9	50.0	52.0	22.6	40.7	57.8	54.3	56.2	60.1	6.9%	1.0%
TOTAL	662.6	961.1	994.7	1,027.0	662.6	1,128.3	1,276.8	1,284.7	1,283.2	1,334.1	4.0%	1.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Southern Oregon

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	119.6	212.3	227.9	236.8	210.0	233.8	272.7	285.1	288.4	304.7	5.6%	2.8%
Arts, Ent. & Rec.	32.3	43.1	45.0	47.9	41.0	45.0	57.8	58.6	64.2	69.6	8.5%	4.8%
Retail**	23.7	32.8	34.4	35.7	42.7	46.3	47.9	48.1	48.3	48.8	1.1%	0.5%
Ground Tran.	3.4	5.6	6.0	6.6	6.1	7.5	6.9	9.8	10.5	10.4	-1.5%	10.7%
Visitor Air Tran.	1.6	3.9	3.9	4.0	3.7	3.6	3.9	4.2	4.6	5.1	11.9%	7.0%
Other Travel*	6.1	8.4	8.4	8.7	7.2	7.8	9.0	9.7	10.0	10.3	2.9%	3.5%
TOTAL	186.6	306.0	325.5	339.6	310.7	344.0	398.2	415.5	426.0	448.9	5.4%	3.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	6,790	8,080	8,290	8,350	7,180	7,730	8,530	8,580	8,410	8,590	2.1%	0.1%
Arts, Ent. & Rec.	2,390	2,300	2,350	2,430	1,970	2,080	2,420	2,470	2,680	2,750	2.9%	3.3%
Retail**	1,210	1,270	1,300	1,300	1,440	1,500	1,470	1,430	1,380	1,350	-2.5%	-2.2%
Ground Tran.	150	150	160	160	160	190	150	210	210	210	-2.1%	8.6%
Visitor Air Tran.	50	70	70	70	60	60	60	60	60	70	12.5%	4.4%
Other Travel*	260	200	200	200	170	180	180	180	180	180	0.7%	0.3%
TOTAL	10,850	12,070	12,370	12,510	10,980	11,740	12,810	12,930	12,920	13,150	1.8%	0.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	14.2	14.7	15.0	12.1	18.5	19.5	20.3	20.6	21.7	5.7%	2.7%
State Tax Receipts	18.3	32.2	33.5	34.5	28.3	36.2	40.5	40.8	41.6	43.1	3.6%	1.5%
TOTAL	25.2	46.5	48.2	49.6	40.4	54.7	60.0	61.1	62.1	64.8	4.3%	1.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.



Southern Oregon

Overnight Visitation

Overnight visitor volume for Southern Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$189	\$419	\$449	\$1,006	2.4	2.2
Private Home	\$50	\$180	\$125	\$456	2.5	3.6
Other Overnight	\$42	\$160	\$143	\$543	3.4	3.8
All Overnight	\$80	\$251	\$212	\$660	2.6	3.1

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	4,005,250	3,954,090	4,090,000	1,589,190	1,611,940	1,667,970
Private Home	5,963,310	5,979,190	5,990,770	2,432,480	2,394,530	2,408,840
Other Overnight	3,189,820	3,174,440	3,076,800	988,290	932,730	904,880
All Overnight	13,158,380	13,107,720	13,157,560	5,009,960	4,939,200	4,981,690

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,700,120	1,668,330	1,721,090	674,150	680,660	702,350
Private Home	1,602,440	1,675,270	1,678,520	642,470	658,880	661,690
Other Overnight	848,600	838,460	812,410	262,570	246,060	238,620
All Overnight	4,151,170	4,182,070	4,212,020	1,579,190	1,585,600	1,602,670

Central Oregon

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$171,978
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$37
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$648
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	11%

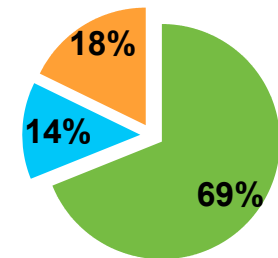
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

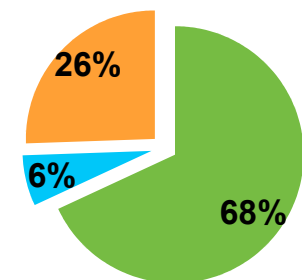
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2025 Share of Overnight-Visitor Spending

Central Oregon



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Central Oregon

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	401.0	902.2	964.4	1,021.9	680.3	1,056.9	1,319.4	1,289.9	1,280.2	1,297.7	▲ 1.4%	▲ 5.5%
Other	25.8	71.6	84.5	86.7	38.0	72.6	119.6	115.7	121.4	121.8	▲ 0.3%	▲ 7.3%
Visitor	375.2	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,158.9	1,176.0	▲ 1.5%	▲ 5.3%
Earnings (\$Millions)												
Earnings	100.8	249.7	277.7	292.0	258.0	295.5	352.1	391.7	409.4	436.9	▲ 6.7%	▲ 6.9%
Employment (Jobs)												
Employment	5,750	9,390	9,970	10,000	8,370	9,130	10,110	10,650	10,740	11,010	▲ 2.5%	▲ 3.0%
Tax Revenue (\$Millions)												
Total	16.3	40.7	43.2	47.5	43.2	55.8	65.0	66.6	67.4	69.3	▲ 2.8%	▲ 6.8%
Local	6.9	15.0	15.6	18.2	18.3	24.8	28.7	28.8	28.7	29.1	▲ 1.6%	▲ 6.7%
State	9.4	25.7	27.7	29.3	24.9	31.0	36.4	37.8	38.8	40.2	▲ 3.8%	▲ 6.9%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Central Oregon

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	375.2	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,158.9	1,176.0	1.5%	-0.5%
Other Travel*	25.8	71.6	84.5	86.7	38.0	72.6	119.6	115.7	121.4	121.8	0.3%	0.4%
TOTAL	401.0	902.2	964.4	1,021.9	680.3	1,056.9	1,319.4	1,289.9	1,280.2	1,297.7	1.4%	-0.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	173.0	476.5	505.0	544.1	383.4	611.0	729.0	696.8	685.3	695.2	1.4%	-1.2%
Hotel, Motel**						358.6	468.3	444.0	447.0	454.7	1.7%	-0.7%
STVR**						252.4	260.7	252.8	238.3	240.5	0.9%	-2.0%
Private Home	61.7	124.1	133.1	139.8	101.8	145.1	169.0	169.8	172.4	179.2	3.9%	1.5%
Campground	39.2	50.1	52.3	54.6	52.8	65.1	79.9	81.9	77.6	74.9	-3.5%	-1.6%
Second Home	29.3	48.8	50.7	51.9	42.2	52.4	57.6	59.5	60.7	61.8	1.9%	1.8%
Day Travel	72.0	131.0	138.6	144.8	62.2	110.7	164.3	166.2	162.9	164.9	1.2%	0.1%
TOTAL	375.2	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,158.9	1,176.0	1.5%	-0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	88.9	239.9	246.7	270.5	250.5	394.2	452.9	426.2	423.1	427.9	1.1%	-1.4%
Food Service	90.6	224.9	240.4	258.0	141.6	202.6	246.3	256.4	260.1	265.9	2.2%	1.9%
Food Stores	37.8	66.5	68.6	71.6	57.2	86.6	105.4	108.5	105.2	105.4	0.2%	0.0%
Local Tran. & Gas	36.3	79.4	92.1	95.1	51.5	86.7	119.5	110.7	100.2	98.5	-1.7%	-4.7%
Arts, Ent. & Rec.	53.7	90.9	94.8	97.6	61.4	79.2	94.7	96.8	95.6	100.1	4.6%	1.4%
Retail Sales	57.2	90.1	92.9	96.6	61.3	91.6	111.6	109.4	104.7	104.2	-0.5%	-1.7%
Visitor Air Tran.	10.8	38.8	44.2	45.8	18.7	43.4	69.4	66.3	69.9	73.9	5.8%	1.6%
TOTAL	375.2	830.5	879.8	935.2	642.3	984.3	1,199.8	1,174.2	1,158.9	1,176.0	1.5%	-0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

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*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Central Oregon

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	68.0	181.6	202.2	212.4	181.5	211.7	259.5	291.5	305.2	329.2	7.9%	6.1%
Arts, Ent. & Rec.	15.8	34.0	38.6	41.1	33.2	37.8	42.6	49.1	51.9	54.9	5.7%	6.5%
Retail**	12.4	23.5	25.1	26.2	32.7	36.2	37.9	37.8	38.2	38.0	-0.5%	0.1%
Ground Tran.	1.5	3.6	3.9	4.3	3.7	3.8	4.7	5.0	5.3	5.9	12.2%	5.6%
Visitor Air Tran.	0.4	1.1	1.2	1.2	1.1	1.2	1.3	1.4	1.5	1.6	10.7%	6.0%
Other Travel*	2.7	5.8	6.6	6.8	5.7	4.8	6.1	6.8	7.3	7.2	-1.3%	4.3%
TOTAL	100.8	249.7	277.7	292.0	258.0	295.5	352.1	391.7	409.4	436.9	6.7%	5.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,740	6,310	6,640	6,630	5,440	6,040	6,840	7,310	7,360	7,630	3.8%	2.8%
Arts, Ent. & Rec.	1,180	1,930	2,120	2,160	1,610	1,750	1,960	2,040	2,100	2,110	0.5%	1.9%
Retail**	640	880	920	920	1,050	1,110	1,060	1,060	1,040	1,000	-3.1%	-1.4%
Ground Tran.	60	100	100	100	90	90	100	90	90	100	13.2%	2.0%
Visitor Air Tran.	20	30	30	30	30	30	30	30	30	30	11.2%	3.5%
Other Travel*	110	150	170	160	140	120	120	130	130	130	-0.8%	1.1%
TOTAL	5,750	9,390	9,970	10,000	8,370	9,130	10,110	10,650	10,740	11,010	2.5%	2.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6.9	15.0	15.6	18.2	18.3	24.8	28.7	28.8	28.7	29.1	1.6%	0.4%
State Tax Receipts	9.4	25.7	27.7	29.3	24.9	31.0	36.4	37.8	38.8	40.2	3.8%	2.6%
TOTAL	16.3	40.7	43.2	47.5	43.2	55.8	65.0	66.6	67.4	69.3	2.8%	1.6%

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**Retail includes gasoline station earnings and employment.

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Central Oregon

Overnight Visitation

Overnight visitor volume for Central Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$325	\$700	\$755	\$1,658	2.3	2.2
Private Home	\$55	\$192	\$129	\$469	2.3	3.6
Other Overnight	\$39	\$145	\$126	\$473	3.3	3.8
All Overnight	\$96	\$304	\$256	\$808	2.7	3.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	4,175,010	3,826,790	3,703,420	1,611,440	1,516,370	1,473,870
Private Home	3,198,280	3,241,590	3,247,870	1,377,160	1,370,990	1,385,270
Other Overnight	3,548,450	3,631,310	3,551,250	1,142,830	1,110,810	1,088,080
All Overnight	10,921,750	10,699,690	10,502,540	4,131,440	3,998,170	3,947,220

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,610,750	1,492,150	1,449,120	625,440	595,730	580,420
Private Home	883,680	933,710	935,520	365,840	379,150	381,730
Other Overnight	948,560	966,130	944,780	305,190	295,300	289,240
All Overnight	3,442,990	3,391,990	3,329,410	1,296,460	1,270,180	1,251,390

Eastern Oregon

Direct Travel Impact Insights, 2025

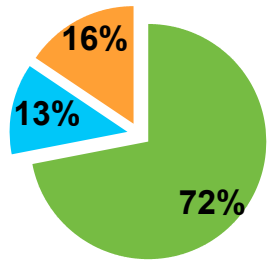
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$122,178
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$364
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	8%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 8% of the population is added to the amount of people in the area.

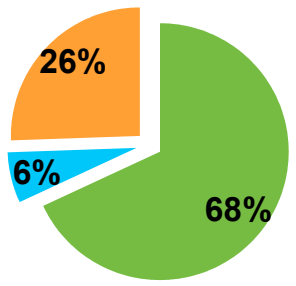
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Eastern Oregon



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Eastern Oregon

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	284.2	382.0	398.9	412.0	258.0	410.4	543.3	538.3	537.0	565.7	▲ 5.4%	▲ 3.2%
Other	9.6	13.9	15.4	16.3	7.6	13.4	19.2	17.6	15.7	16.2	▲ 3.4%	▲ 2.4%
Visitor	274.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	521.3	549.5	▲ 5.4%	▲ 3.2%
Earnings (\$Millions)												
Earnings	79.5	123.4	134.6	142.3	130.8	146.4	176.1	182.8	187.5	198.2	▲ 5.7%	▲ 4.2%
Employment (Jobs)												
Employment	5,630	5,960	6,180	6,340	5,520	6,000	6,860	6,940	6,910	7,040	▲ 1.9%	▲ 1.0%
Tax Revenue (\$Millions)												
Total	9.7	17.3	18.0	18.7	15.7	20.6	25.5	25.2	25.6	26.9	▲ 5.1%	▲ 4.8%
Local	2.2	4.8	4.8	5.0	4.3	6.3	8.2	7.9	8.0	8.6	▲ 6.8%	▲ 6.3%
State	7.5	12.5	13.2	13.7	11.3	14.3	17.3	17.3	17.6	18.3	▲ 4.3%	▲ 4.2%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.



Eastern Oregon

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	274.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	521.3	549.5	5.4%	1.2%
Other Travel*	9.6	13.9	15.4	16.3	7.6	13.4	19.2	17.6	15.7	16.2	3.4%	-4.1%
TOTAL	284.2	382.0	398.9	412.0	258.0	410.4	543.3	538.3	537.0	565.7	5.4%	1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	109.8	173.7	181.0	187.9	121.6	220.1	290.0	279.9	283.4	305.0	7.6%	1.3%
Hotel, Motel**						200.1	268.1	254.5	255.2	269.9	5.8%	0.2%
STVR**						20.0	21.9	25.3	28.2	35.1	24.6%	12.5%
Private Home	40.1	54.1	56.2	57.0	48.1	61.0	64.5	65.4	65.5	66.6	1.8%	0.8%
Campground	29.8	38.4	40.1	41.8	31.5	35.7	39.7	43.2	40.3	39.5	-2.0%	-0.1%
Second Home	8.6	11.3	11.8	12.0	10.1	11.7	12.8	13.3	13.3	13.6	1.9%	1.5%
Day Travel	86.3	90.7	94.4	97.0	39.1	68.6	117.0	118.9	118.8	124.8	5.1%	1.6%
TOTAL	274.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	521.3	549.5	5.4%	1.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	49.4	91.9	93.4	97.0	71.8	120.8	151.9	145.6	148.5	158.9	7.0%	1.1%
Food Service	67.8	98.6	103.4	108.6	72.0	111.6	149.1	154.8	159.5	170.7	7.0%	3.4%
Food Stores	31.1	39.3	39.9	41.0	26.6	36.0	45.5	47.6	47.0	48.5	3.3%	1.6%
Local Tran. & Gas	30.7	43.0	49.1	49.7	26.1	47.6	68.9	63.4	57.8	58.8	1.8%	-3.9%
Arts, Ent. & Rec.	53.1	54.6	55.9	57.1	31.3	46.8	63.5	64.7	64.3	67.7	5.3%	1.6%
Retail Sales	41.6	40.0	40.5	41.2	22.2	33.4	44.3	43.4	42.1	43.5	3.2%	-0.5%
Visitor Air Tran.	0.8	0.6	1.2	1.1	0.4	0.9	1.0	1.1	2.2	1.4	-34.8%	8.2%
TOTAL	274.6	368.2	383.4	395.7	250.4	397.0	524.2	520.6	521.3	549.5	5.4%	1.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Eastern Oregon

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	51.9	87.1	97.1	102.7	92.6	105.3	127.4	133.8	138.4	147.5	6.6%	3.7%
Arts, Ent. & Rec.	14.8	19.8	20.3	21.5	19.5	21.5	27.0	27.0	26.8	28.4	6.1%	1.3%
Retail**	10.3	12.9	13.4	13.9	15.0	15.9	16.9	17.1	17.1	17.5	2.4%	0.9%
Ground Tran.	1.4	2.0	2.1	2.3	2.0	2.0	2.7	2.8	3.0	2.6	-14.2%	-0.9%
Visitor Air Tran.	0.2	0.2	0.4	0.3	0.3	0.5	0.4	0.5	0.8	0.6	-30.3%	10.0%
Other Travel*	1.0	1.4	1.3	1.6	1.4	1.3	1.6	1.6	1.4	1.6	20.8%	1.1%
TOTAL	79.5	123.4	134.6	142.3	130.8	146.4	176.1	182.8	187.5	198.2	5.7%	3.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,330	3,710	3,930	4,000	3,450	3,790	4,360	4,410	4,440	4,530	2.0%	1.0%
Arts, Ent. & Rec.	1,600	1,590	1,580	1,650	1,400	1,540	1,820	1,850	1,820	1,880	3.3%	0.9%
Retail**	570	550	550	550	560	570	570	560	530	530	-1.0%	-2.0%
Ground Tran.	60	50	50	50	50	50	60	50	50	50	-13.4%	-4.3%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	-29.9%	7.4%
Other Travel*	60	60	60	70	60	50	60	50	50	50	6.2%	-2.3%
TOTAL	5,630	5,960	6,180	6,340	5,520	6,000	6,860	6,940	6,910	7,040	1.9%	0.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.2	4.8	4.8	5.0	4.3	6.3	8.2	7.9	8.0	8.6	6.8%	1.1%
State Tax Receipts	7.5	12.5	13.2	13.7	11.3	14.3	17.3	17.3	17.6	18.3	4.3%	1.5%
TOTAL	9.7	17.3	18.0	18.7	15.7	20.6	25.5	25.2	25.6	26.9	5.1%	1.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.



Eastern Oregon

Overnight Visitation

Overnight visitor volume for Eastern Oregon region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$145	\$287	\$356	\$704	2.5	2.0
Private Home	\$33	\$102	\$85	\$262	2.6	3.1
Other Overnight	\$42	\$149	\$141	\$496	3.3	3.5
All Overnight	\$75	\$196	\$199	\$513	2.7	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,351,100	2,288,010	2,427,000	918,090	918,050	971,980
Private Home	1,992,680	1,996,450	2,000,320	792,960	778,830	780,340
Other Overnight	1,290,780	1,291,600	1,261,300	405,920	385,450	376,830
All Overnight	5,634,570	5,576,060	5,688,630	2,116,970	2,082,330	2,129,140

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,134,520	1,097,080	1,157,190	445,020	442,980	466,690
Private Home	621,490	649,190	650,440	247,380	253,320	253,810
Other Overnight	365,220	364,580	356,540	115,300	109,260	106,970
All Overnight	2,121,230	2,110,840	2,164,180	807,700	805,560	827,470

Mt. Hood & Columbia River Gorge

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$136,442
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$734
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	11%

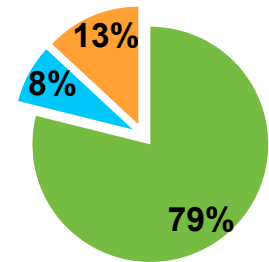
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*"Overnight-Visitor Day Share of Resident Population" is equal to the annual overnight-visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

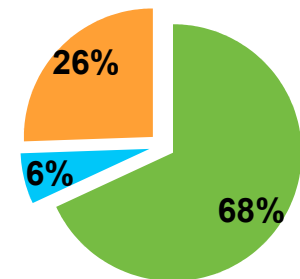
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight-Visitor Spending

Mt. Hood & Columbia River Gorge



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Mt. Hood & Columbia River Gorge

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	230.9	421.5	430.7	446.7	241.0	439.7	511.7	524.6	535.8	535.5	▼ -0.1%	▲ 3.9%
Other	11.1	15.5	17.1	17.6	13.1	14.5	20.7	24.2	24.8	23.1	▼ -6.7%	▲ 3.4%
Visitor	219.9	406.0	413.6	429.1	227.9	425.1	490.9	500.4	511.1	512.4	▲ 0.3%	▲ 3.9%
Earnings (\$Millions)												
Earnings	61.2	124.6	132.6	148.7	126.6	151.1	185.7	197.2	201.1	205.2	▲ 2.1%	▲ 5.7%
Employment (Jobs)												
Employment	3,590	4,970	5,000	5,300	4,290	4,940	5,700	5,840	5,820	5,800	▼ -0.3%	▲ 2.2%
Tax Revenue (\$Millions)												
Total	7.7	19.2	19.7	20.8	16.4	24.5	27.4	27.8	28.5	28.6	▲ 0.0%	▲ 6.1%
Local	2.3	6.8	6.8	6.9	5.6	9.9	10.4	10.2	10.6	10.5	▼ -1.4%	▲ 7.2%
State	5.5	12.4	12.9	13.8	10.9	14.5	17.0	17.5	17.9	18.1	▲ 0.8%	▲ 5.6%

Notes:

House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel-arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal and business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^(1/(Number of Periods))-1.

Employment values are rounded to the nearest 10. Percent change calculated on unrounded values.

Mt. Hood & Columbia River Gorge

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	219.9	406.0	413.6	429.1	227.9	425.1	490.9	500.4	511.1	512.4	0.3%	1.1%
Other Travel*	11.1	15.5	17.1	17.6	13.1	14.5	20.7	24.2	24.8	23.1	-6.7%	2.7%
TOTAL	230.9	421.5	430.7	446.7	241.0	439.7	511.7	524.6	535.8	535.5	-0.1%	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.7	199.7	202.5	209.9	121.4	238.3	259.5	261.3	270.9	269.1	-0.7%	0.9%
Hotel, Motel**						131.5	154.4	158.9	163.7	165.4	1.1%	1.7%
STVR**						106.8	105.1	102.5	107.2	103.7	-3.3%	-0.3%
Private Home	25.9	39.3	40.3	41.5	28.8	36.6	41.6	42.2	42.0	44.1	5.1%	1.5%
Campground	14.3	21.8	22.7	23.6	17.9	14.5	16.9	18.0	16.2	16.4	1.1%	-0.8%
Second Home	5.5	8.1	8.5	8.7	7.1	10.1	11.1	11.4	11.6	11.8	1.9%	1.6%
Day Travel	93.5	137.0	139.6	145.5	52.6	125.6	161.8	167.6	170.4	171.0	0.4%	1.4%
TOTAL	219.9	406.0	413.6	429.1	227.9	425.1	490.9	500.4	511.1	512.4	0.3%	1.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.4	102.0	102.3	105.0	74.0	145.4	152.9	149.5	155.3	153.7	-1.0%	0.1%
Food Service	61.0	122.3	125.4	132.8	63.6	113.5	131.0	141.1	148.8	152.3	2.3%	3.8%
Food Stores	20.4	32.8	32.9	34.2	21.4	38.5	45.1	47.1	47.5	47.3	-0.5%	1.2%
Local Tran. & Gas	20.9	38.9	43.5	44.3	21.7	41.6	54.7	52.2	48.8	48.1	-1.4%	-3.1%
Arts, Ent. & Rec.	34.9	49.7	49.7	51.3	18.1	27.9	40.0	43.2	43.8	44.7	2.1%	2.9%
Retail Sales	47.3	60.3	59.9	61.5	29.0	58.3	67.3	67.4	66.8	66.3	-0.8%	-0.4%
TOTAL	219.9	406.0	413.6	429.1	227.9	425.1	490.9	500.4	511.1	512.4	0.3%	1.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel-arrangement and convention services, and ground transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Mt. Hood & Columbia River Gorge

Direct Travel Impacts Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2022-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	38.1	86.9	93.7	107.5	91.3	111.5	137.9	146.1	149.9	152.8	1.9%	2.6%
Arts, Ent. & Rec.	10.3	18.1	18.5	19.8	14.9	16.4	21.1	22.3	21.2	23.3	9.7%	2.4%
Retail**	8.4	13.4	13.9	14.4	14.1	17.2	18.6	18.8	19.1	18.9	-1.0%	0.4%
Ground Tran.	0.9	1.9	1.9	2.1	1.7	2.0	2.4	2.7	2.9	2.9	0.4%	4.8%
Other Travel*	3.5	4.3	4.6	4.9	4.6	3.9	5.6	7.4	8.0	7.3	-8.2%	6.8%
TOTAL	61.2	124.6	132.6	148.7	126.6	151.1	185.7	197.2	201.1	205.2	2.1%	2.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,320	3,370	3,410	3,670	3,070	3,620	4,160	4,270	4,250	4,200	-1.3%	0.2%
Arts, Ent. & Rec.	700	950	940	970	630	660	860	900	890	960	7.5%	2.7%
Retail**	410	510	510	510	470	560	570	550	550	520	-5.1%	-2.1%
Ground Tran.	40	50	50	50	40	50	50	50	50	50	1.4%	1.3%
Other Travel*	110	90	100	100	70	50	70	70	70	70	-2.6%	0.9%
TOTAL	3,590	4,970	5,000	5,300	4,290	4,940	5,700	5,840	5,820	5,800	-0.3%	0.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2.3	6.8	6.8	6.9	5.6	9.9	10.4	10.2	10.6	10.5	-1.4%	0.3%
State Tax Receipts	5.5	12.4	12.9	13.8	10.9	14.5	17.0	17.5	17.9	18.1	0.8%	1.5%
TOTAL	7.7	19.2	19.7	20.8	16.4	24.5	27.4	27.8	28.5	28.6	0.0%	1.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

**Retail includes gasoline station earnings and employment.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

Mt. Hood & Columbia River Gorge

Overnight Visitation

Overnight visitor volume for Mt. Hood & Columbia River Gorge region is based on cross-referencing visitor surveys, visitor air travel and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$237	\$508	\$547	\$1,197	2.3	2.2
Private Home	\$36	\$126	\$86	\$309	2.4	3.6
Other Overnight	\$40	\$154	\$131	\$505	3.3	3.9
All Overnight	\$85	\$254	\$219	\$653	2.6	3.0

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,170,050	2,178,690	2,096,200	840,360	859,970	831,580
Private Home	1,203,290	1,209,480	1,211,820	507,920	501,400	514,210
Other Overnight	707,000	712,700	702,860	227,510	217,930	215,150
All Overnight	4,080,340	4,100,870	4,010,880	1,575,800	1,579,300	1,560,940

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	834,140	834,590	810,660	324,630	332,050	323,820
Private Home	334,730	350,820	351,500	137,010	140,850	143,000
Other Overnight	185,070	185,470	182,830	59,420	56,590	55,850
All Overnight	1,353,940	1,370,880	1,344,990	521,050	529,500	522,670



County Impacts

2025

This section provides detailed county estimates, as well as a number of summary tables. In interpreting these estimates, readers are advised that:

- Monetary values are expressed in nominal dollars (no inflation adjustment).
- Estimates measure direct impacts only.
- Estimates for counties with small populations and economies are less reliable than estimates for more populous and economically diverse areas.
- Total employment provided by the Bureau of Economic Analysis is itself an estimate and covers the total amount of jobs, not the number of residents that work.
- Clackamas, Douglas, Lane, Multnomah, and Wasco counties are split into multiple travel regions. This breakdown is provided only on the county summary tables due to data limitations.
- Gilliam and Sherman counties are combined into a single region in the detailed reporting due to their relative size and the nature of travel activity in that area.

County level travel estimates utilize the best information available at the time of the report and are subject to revision. All job estimates presented reflect total count of jobs and are not modified to be full time equivalent. It is important to note that job growth could reflect a decrease in full time positions and an increase in part time. Spending and job growth are not in a 1:1 relationship, job growth tends to lag behind changes in spending.

Starting with 2021, spending estimates for short term vacation rentals are broken out from our summary figure. These breakouts are subject to revision as more information becomes available regarding this type of lodging.

Visitor volume figures are presented in four measures: person-trips, person-nights, party-trips, and party-nights. These measures can move in different directions based on changes to estimated party size and length of stay. It should be stressed that direct travel spending is a more reliable metric on the health of the travel industry than visitor volume. For these and other reasons, the measures provided in this section are general indicators that should be used in conjunction with other measures of local economic activity.

County

Direct Travel Impacts, 2025

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
Baker	\$70.2	\$19.1	780	\$1,055	\$2,012	\$3,067
Benton	\$178.8	\$50.5	1,870	\$3,662	\$5,770	\$9,433
Clackamas	\$704.2	\$311.9	7,960	\$6,112	\$28,453	\$34,565
East Clackamas	\$127.7	\$58.7	1,530	\$1,056	\$4,886	\$5,942
West Clackamas	\$444.5	\$214.5	5,410	\$5,055	\$19,025	\$24,081
South Clackamas	\$132.0	\$38.7	1,020	\$0	\$4,542	\$4,542
Clatsop	\$640.8	\$289.7	7,520	\$16,750	\$22,315	\$39,066
Columbia	\$50.6	\$20.4	860	\$166	\$2,279	\$2,445
Coos	\$358.5	\$127.3	3,700	\$4,482	\$12,065	\$16,547
Crook	\$57.3	\$23.7	730	\$409	\$2,060	\$2,469
Curry	\$221.3	\$84.8	2,370	\$1,530	\$6,662	\$8,191
Deschutes	\$1,113.1	\$377.6	8,930	\$26,699	\$34,333	\$61,032
Douglas	\$323.2	\$107.8	3,530	\$2,237	\$10,331	\$12,568
East Douglas	\$251.6	\$84.9	2,780	\$1,949	\$8,346	\$10,294
West Douglas	\$71.6	\$23.0	750	\$288	\$1,985	\$2,273
Gilliam	\$5.2	\$1.3	50	\$70	\$150	\$220
Grant	\$15.9	\$3.7	170	\$232	\$442	\$674
Harney	\$28.8	\$11.3	450	\$483	\$905	\$1,388
Hood River	\$108.4	\$40.0	1,060	\$2,505	\$3,905	\$6,410
Jackson	\$760.5	\$213.3	5,700	\$14,212	\$20,450	\$34,662
Jefferson	\$111.5	\$28.5	1,110	\$2,014	\$3,279	\$5,292
Josephine	\$177.6	\$64.0	2,090	\$2,082	\$6,122	\$8,204
Klamath	\$241.3	\$81.8	2,350	\$3,243	\$7,567	\$10,809
Lake	\$21.8	\$4.9	210	\$233	\$609	\$842
Lane	\$1,389.4	\$362.0	10,550	\$21,089	\$34,680	\$55,770



County

Direct Travel Impacts, 2025

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Local Tax (000's)	State Tax (000's)	Total Tax (000's)
East Lane	\$1,104.0	\$280.7	8,130	\$17,691	\$27,732	\$45,423
West Lane	\$285.4	\$81.3	2,420	\$3,398	\$6,948	\$10,347
Lincoln	\$720.2	\$291.6	7,710	\$19,214	\$25,086	\$44,300
Linn	\$208.9	\$65.5	2,240	\$2,876	\$7,560	\$10,436
Malheur	\$67.9	\$20.8	680	\$1,541	\$2,150	\$3,691
Marion	\$584.0	\$165.0	5,070	\$7,624	\$19,514	\$27,138
Morrow	\$18.6	\$6.2	230	\$224	\$699	\$923
Multnomah	\$4,251.1	\$1,332.3	21,840	\$123,461	\$104,472	\$227,933
East Multnomah	\$205.1	\$59.3	1,690	\$5,037	\$5,686	\$10,723
West Multnomah	\$4,046.0	\$1,273.0	20,140	\$118,424	\$98,786	\$217,210
Polk	\$238.1	\$96.4	2,980	\$130	\$7,585	\$7,715
Sherman	\$5.4	\$1.2	40	\$17	\$153	\$169
Tillamook	\$300.6	\$117.4	2,270	\$7,646	\$8,993	\$16,639
Umatilla	\$250.6	\$86.6	3,050	\$3,216	\$8,247	\$11,463
Union	\$58.5	\$22.3	720	\$1,031	\$1,863	\$2,894
Wallowa	\$39.8	\$24.4	830	\$658	\$1,588	\$2,246
Wasco	\$110.2	\$54.4	1,750	\$1,869	\$4,163	\$6,032
North Wasco	\$94.3	\$47.2	1,510	\$1,869	\$3,611	\$5,480
South Wasco	\$15.9	\$7.1	250	\$0	\$553	\$553
Washington	\$1,008.0	\$379.3	9,430	\$18,997	\$37,379	\$56,376
Wheeler	\$4.8	\$1.2	50	\$33	\$141	\$174
Yamhill	\$190.9	\$58.8	2,020	\$2,732	\$6,535	\$9,267

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.



County

Overnight Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Baker	715,610	257,740	268,900	99,000
Benton	1,665,240	646,070	738,360	289,100
Clackamas	7,504,250	3,544,130	2,653,980	1,213,530
Clatsop	3,295,140	1,231,990	1,350,510	516,050
Columbia	714,440	319,020	239,270	106,670
Coos	2,673,030	1,014,000	1,095,050	421,590
Crook	717,120	258,790	300,200	110,890
Curry	1,929,690	672,040	826,740	299,630
Deschutes	8,017,300	3,097,720	2,915,680	1,118,840
Douglas	2,713,260	989,780	1,038,660	386,420
Gilliam/Sherman	137,250	48,080	56,270	20,390
Grant	225,980	80,710	93,620	34,240
Harney	324,680	118,730	147,610	55,650
Hood River	902,690	338,300	364,900	139,370
Jackson	5,574,420	2,241,820	2,126,460	843,380
Jefferson	1,468,690	495,630	589,740	206,180
Josephine	2,037,000	764,370	760,360	288,930
Klamath	3,038,260	1,049,490	1,096,450	387,710
Lake	290,820	103,780	123,280	45,130
Lane	9,144,050	3,670,050	3,470,850	1,371,970
Lincoln	4,893,180	1,799,760	1,962,860	739,320
Linn	2,190,210	832,400	935,660	360,410
Malheur	742,400	287,850	353,610	138,950
Marion	5,884,780	2,250,570	2,209,090	852,990
Morrow	261,550	97,910	114,630	43,660



County

Overnight Visitor Volume, 2025

	Nights		Trips	
	Person	Party	Person	Party
Multnomah	12,771,120	6,209,330	5,087,760	2,388,500
Polk	1,288,840	495,930	543,430	210,990
Tillamook	2,347,460	793,720	863,620	294,180
Umatilla	2,079,390	800,490	988,880	386,310
Union	689,180	255,950	303,610	115,350
Wallowa	427,000	153,160	186,140	68,720
Wasco	1,021,720	371,960	455,810	170,660
Washington	9,242,540	4,590,080	3,395,220	1,633,380
Wheeler	85,600	28,520	32,830	11,230
Yamhill	1,972,360	764,040	871,980	341,040

Note: The sum of trips for counties will be greater than the state trip estimate because some travelers visit multiple destinations on a single trip within Oregon.



County

All Industry and Travel Earnings & Employment, 2025

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)			Percent	Employment (Jobs)			Percent
	Total	Travel			Total	Travel		
Baker	480.8	19.1	4.0%		8,680	780	9.0%	
Benton	4,115.8	50.5	1.2%		54,700	1,870	3.4%	
Clackamas	19,051.5	311.9	1.6%		256,850	7,960	3.1%	
Clatsop	1,783.0	289.7	16.2%		27,210	7,520	27.7%	
Columbia	1,090.4	20.4	1.9%		19,340	860	4.5%	
Coos	2,186.2	127.3	5.8%		32,660	3,700	11.3%	
Crook	730.2	23.7	3.2%		12,040	730	6.1%	
Curry	582.8	84.8	14.6%		10,820	2,370	21.9%	
Deschutes	11,157.5	377.6	3.4%		146,220	8,930	6.1%	
Douglas	3,242.1	107.8	3.3%		54,120	3,530	6.5%	
Gilliam	129.3	1.3	1.0%		1,550	50	3.5%	
Grant	218.1	3.7	1.7%		3,700	170	4.5%	
Harney	264.4	11.3	4.3%		4,320	450	10.3%	
Hood River	1,200.2	40.0	3.3%		19,170	1,060	5.6%	
Jackson	8,778.3	213.3	2.4%		133,240	5,700	4.3%	
Jefferson	665.8	28.5	4.3%		10,380	1,110	10.7%	
Josephine	2,779.0	64.0	2.3%		44,730	2,090	4.7%	
Klamath	2,142.5	81.8	3.8%		33,500	2,350	7.0%	
Lake	255.5	4.9	1.9%		3,840	210	5.5%	
Lane	15,357.1	362.0	2.4%		220,300	10,550	4.8%	
Lincoln	1,683.2	291.6	17.3%		27,600	7,710	28.0%	
Linn	4,405.9	65.5	1.5%		66,540	2,240	3.4%	
Malheur	1,084.4	20.8	1.9%		18,390	680	3.7%	



County

All Industry and Travel Earnings & Employment, 2025

Total earnings and employment includes all jobs and sole proprietors for all industries within a county. Travel earnings and jobs represent the direct impact estimates from this report.

County	Earnings (\$Millions)				Employment (Jobs)		
	Total	Travel	Percent		Total	Travel	Percent
Marion	18,004.7	165.0	0.9%		225,870	5,070	2.2%
Morrow	853.1	6.2	0.7%		9,030	230	2.6%
Multnomah	58,126.5	1,332.3	2.3%		654,140	21,840	3.3%
Polk	1,861.3	96.4	5.2%		33,990	2,980	8.8%
Sherman	138.4	1.2	0.9%		1,570	40	2.3%
Tillamook	911.8	117.4	12.9%		14,880	2,270	15.3%
Umatilla	3,015.6	86.6	2.9%		42,840	3,050	7.1%
Union	874.3	22.3	2.5%		15,160	720	4.7%
Wallowa	271.9	24.4	9.0%		5,650	830	14.6%
Wasco	1,023.7	54.4	5.3%		15,850	1,750	11.1%
Washington	37,736.8	379.3	1.0%		405,510	9,430	2.3%
Wheeler	31.6	1.2	3.8%		890	50	5.5%
Yamhill	3,610.2	58.8	1.6%		58,470	2,020	3.5%
Oregon	209,844.2	4,947.2	2.4%		2,693,750	122,920	4.6%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2025 Total Employment & Earnings has been estimated by Dean Runyan Associates. Details may not add to totals due to rounding.



Baker County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$87,561
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$419
Visitor Shares	
Travel Share of Total Employment	9%
Overnight-Visitor Day Share of Resident Population*	12%

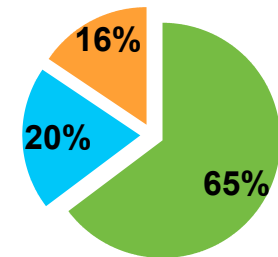
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

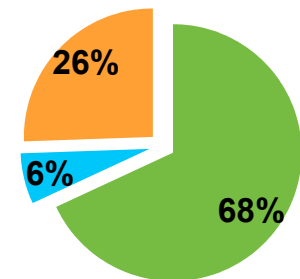
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Baker County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Baker County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	39.1	47.2	49.1	50.7	34.0	55.8	72.7	70.9	68.8	70.2	▲ 2.0%	▲ 2.7%
Other	1.4	2.0	2.3	2.4	1.1	2.1	3.0	2.8	2.5	2.4	▼ -1.5%	▲ 2.5%
Visitor	37.7	45.2	46.7	48.4	32.9	53.6	69.7	68.1	66.3	67.7	▲ 2.1%	▲ 2.7%
Earnings (\$Millions)												
Earnings	10.3	15.0	15.6	16.5	15.8	16.1	19.3	18.9	19.2	19.1	▼ -0.7%	▲ 2.8%
Employment (Jobs)												
Employment	850	740	740	770	770	760	880	850	800	780	▼ -2.5%	▼ -0.4%
Tax Revenue (\$Millions)												
Total	1.3	2.0	2.1	2.2	1.9	2.5	3.1	3.0	3.1	3.1	▲ 0.3%	▲ 4.1%
Local	0.3	0.5	0.5	0.6	0.5	0.8	1.0	1.0	1.0	1.1	▲ 1.2%	▲ 6.1%
State	1.0	1.5	1.6	1.6	1.4	1.7	2.1	2.0	2.0	2.0	▼ -0.1%	▲ 3.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Baker County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	37.7	45.2	46.7	48.4	32.9	53.6	69.7	68.1	66.3	67.7	2.1%	-0.7%
Other Travel*	1.4	2.0	2.3	2.4	1.1	2.1	3.0	2.8	2.5	2.4	-1.5%	-5.1%
TOTAL	39.1	47.2	49.1	50.7	34.0	55.8	72.7	70.9	68.8	70.2	2.0%	-0.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	11.9	17.3	17.9	18.7	13.2	26.7	35.4	33.3	32.9	33.8	2.7%	-1.2%
Hotel, Motel**						23.8	30.7	28.1	27.0	26.7	-1.0%	-3.4%
STVR**						3.0	4.7	5.2	5.9	7.1	19.5%	10.6%
Private Home	5.2	6.6	6.8	6.9	5.5	7.5	7.9	8.0	7.9	8.1	2.7%	0.7%
Campground	6.0	6.5	6.7	7.0	5.9	6.9	7.6	7.9	7.2	7.0	-2.7%	-2.1%
Second Home	2.4	3.1	3.2	3.3	2.8	2.8	3.1	3.2	3.2	3.3	2.1%	1.5%
Day Travel	12.1	11.7	12.1	12.5	5.4	9.7	15.8	15.7	15.2	15.6	3.0%	-0.2%
TOTAL	37.7	45.2	46.7	48.4	32.9	53.6	69.7	68.1	66.3	67.7	2.1%	-0.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.9	9.7	9.9	10.2	8.3	15.0	19.7	19.0	19.4	19.6	0.9%	-0.1%
Food Service	10.1	13.5	14.1	14.8	10.3	16.6	21.4	21.5	21.2	22.1	4.2%	0.9%
Food Stores	4.8	5.5	5.6	5.7	4.0	5.4	6.8	7.0	6.7	6.8	2.0%	0.1%
Local Tran. & Gas	3.6	4.4	5.0	5.1	2.9	5.5	7.8	6.9	6.0	6.0	-0.3%	-6.5%
Arts, Ent. & Rec.	6.1	5.8	5.9	6.0	3.8	5.6	6.8	6.8	6.5	6.6	2.3%	-0.8%
Retail Sales	7.1	6.3	6.3	6.5	3.6	5.5	7.3	6.9	6.5	6.6	1.2%	-2.3%
TOTAL	37.7	45.2	46.7	48.4	32.9	53.6	69.7	68.1	66.3	67.7	2.1%	-0.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Baker County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	7	10	11	12	10	11	13	12	13	13	-2.2%	-0.3%
Arts, Ent. & Rec.	2	2	2	3	3	3	4	4	4	4	4.4%	-0.5%
Retail**	2	2	2	2	2	2	2	2	2	2	-0.2%	-0.4%
Ground Tran.	0.2	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.4	0.3	-1.2%	0.9%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.6%
TOTAL	10.3	15.0	15.6	16.5	15.8	16.1	19.3	18.9	19.2	19.1	-0.7%	-0.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	450	420	440	450	370	400	450	430	420	400	-4.7%	-2.9%
Arts, Ent. & Rec.	290	220	210	220	290	250	330	320	290	290	0.5%	-3.1%
Retail**	100	90	80	90	90	90	90	90	80	80	-1.9%	-2.8%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-0.3%	-2.5%
Other Travel*	10	10	10	10	10	10	<10	<10	<10	<10	-3.9%	-1.0%
TOTAL	850	740	740	770	770	760	880	850	800	780	-2.5%	-3.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.5	0.5	0.6	0.5	0.8	1	1	1	1	1.2%	0.5%
State Tax Receipts	1.0	2	2	2	1	2	2	2	2	2	-0.1%	-1.0%
TOTAL	1.3	2.0	2.1	2.2	1.9	2.5	3.1	3.0	3.1	3.1	0.3%	-0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Baker County

Overnight Visitation

Overnight visitor volume for Baker County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$175	\$332	\$429	\$811	2.4	1.9
Private Home	\$38	\$115	\$98	\$299	2.6	3.0
Other Overnight	\$43	\$140	\$141	\$466	3.3	3.3
All Overnight	\$73	\$194	\$202	\$526	2.8	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	273,050	255,350	261,230	105,880	101,060	103,030
Private Home	215,820	213,760	214,170	84,470	82,030	82,190
Other Overnight	252,350	244,920	240,210	80,050	73,850	72,510
All Overnight	741,220	714,030	715,610	270,400	256,940	257,740

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	134,500	123,670	125,340	52,500	49,420	49,960
Private Home	68,060	70,280	70,420	26,640	26,970	27,030
Other Overnight	77,460	74,620	73,140	24,500	22,440	22,020
All Overnight	280,020	268,570	268,900	103,650	98,840	99,000



Benton County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$89,526
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$237
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

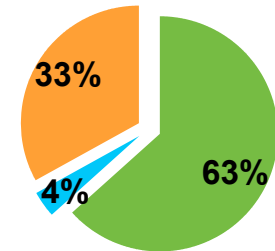
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

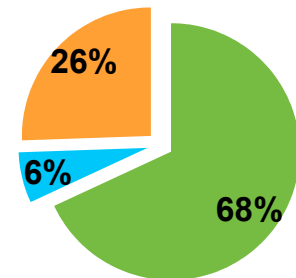
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Benton County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Benton County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	75.5	122.0	134.3	142.7	77.6	152.3	178.5	181.7	180.7	178.8	▼ -1.0%	▲ 4.0%
Other	9.3	14.5	15.2	15.7	8.1	13.4	19.0	18.1	16.7	16.5	▼ -1.0%	▲ 2.7%
Visitor	66.2	107.5	119.1	127.0	69.4	138.9	159.4	163.6	164.0	162.3	▼ -1.1%	▲ 4.2%
Earnings (\$Millions)												
Earnings	19.7	35.8	38.3	40.6	32.3	35.8	47.5	50.1	50.2	50.5	▲ 0.6%	▲ 4.4%
Employment (Jobs)												
Employment	1,320	1,790	1,870	1,910	1,440	1,540	1,970	1,960	1,920	1,870	▼ -2.8%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	3.0	6.1	6.6	7.4	5.1	7.6	9.2	9.5	9.7	9.4	▼ -2.9%	▲ 5.3%
Local	0.8	1.8	2.0	2.5	1.7	2.9	3.6	3.7	3.9	3.7	▼ -5.7%	▲ 7.3%
State	2.3	4.3	4.6	4.9	3.3	4.7	5.7	5.8	5.8	5.8	▼ -0.9%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Benton County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	66.2	107.5	119.1	127.0	69.4	138.9	159.4	163.6	164.0	162.3	-1.1%	0.4%
Other Travel*	9.3	14.5	15.2	15.7	8.1	13.4	19.0	18.1	16.7	16.5	-1.0%	-3.5%
TOTAL	75.5	122.0	134.3	142.7	77.6	152.3	178.5	181.7	180.7	178.8	-1.0%	0.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	22.1	46.1	53.0	58.3	28.5	62.9	77.0	79.3	79.8	76.6	-4.1%	-0.1%
Hotel, Motel**						54.6	67.3	68.4	69.1	64.9	-6.0%	-0.9%
STVR**						8.4	9.7	10.9	10.8	11.7	8.3%	4.6%
Private Home	20.3	29.2	31.2	31.9	21.8	35.9	38.3	38.9	39.0	40.0	2.5%	1.1%
Campground	2.1	2.8	3.0	3.1	2.6	2.9	3.2	3.5	3.4	3.5	2.4%	1.7%
Second Home	0.5	0.7	0.7	0.7	0.6	0.8	0.9	1.0	1.0	1.0	1.9%	1.9%
Day Travel	21.2	28.6	31.2	33.0	15.9	36.3	40.0	41.0	40.8	41.2	1.1%	0.8%
TOTAL	66.2	107.5	119.1	127.0	69.4	138.9	159.4	163.6	164.0	162.3	-1.1%	0.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	9.6	22.5	25.3	27.4	16.7	32.0	39.3	41.2	43.0	40.7	-5.4%	0.9%
Food Service	18.4	33.3	37.1	40.3	20.1	41.7	46.2	48.8	49.9	50.8	1.7%	2.4%
Food Stores	7.3	10.9	11.5	12.0	8.0	14.5	16.3	16.9	16.8	17.0	1.4%	1.2%
Local Tran. & Gas	6.5	10.9	13.3	14.0	5.8	14.2	18.2	17.0	15.5	15.0	-3.0%	-4.8%
Arts, Ent. & Rec.	10.9	13.8	14.9	15.6	8.5	16.1	17.0	17.6	17.4	17.6	0.8%	0.8%
Retail Sales	13.6	16.0	17.0	17.7	10.3	20.5	22.4	22.1	21.4	21.3	-0.6%	-1.3%
TOTAL	66.2	107.5	119.1	127.0	69.4	138.9	159.4	163.6	164.0	162.3	-1.1%	0.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Benton County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	12	24	26	28	21	23	32	34	34	34	0.5%	1.6%
Arts, Ent. & Rec.	4	6	5	6	4	5	7	7	7	7	2.8%	1.5%
Retail**	3	4	4	4	5	5	6	6	6	6	0.0%	0.4%
Ground Tran.	0.3	0.6	0.7	0.8	0.5	0.7	0.9	0.9	1.0	0.9	-4.2%	2.5%
Other Travel*	1	2	1	2	1	1	2	2	2	2	-3.5%	3.2%
TOTAL	19.7	35.8	38.3	40.6	32.3	35.8	47.5	50.1	50.2	50.5	0.6%	1.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	730	1,000	1,060	1,060	790	840	1,100	1,090	1,070	1,030	-3.6%	-1.7%
Arts, Ent. & Rec.	350	530	560	590	410	440	600	600	590	580	-1.9%	-0.7%
Retail**	160	170	180	180	180	200	200	200	190	190	-1.7%	-1.8%
Ground Tran.	10	20	20	20	10	20	20	20	20	20	-3.3%	-1.0%
Other Travel*	70	70	50	60	50	50	60	60	60	60	-0.5%	0.2%
TOTAL	1,320	1,790	1,870	1,910	1,440	1,540	1,970	1,960	1,920	1,870	-2.6%	-1.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	2	2	3	2	3	4	4	4	4	-5.7%	0.8%
State Tax Receipts	2	4	5	5	3	5	6	6	6	6	-0.9%	0.4%
TOTAL	3.0	6.1	6.6	7.4	5.1	7.6	9.2	9.5	9.7	9.4	-2.9%	0.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Benton County

Overnight Visitation

Overnight visitor volume for Benton County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$162	\$269	\$397	\$660	2.5	1.7
Private Home	\$40	\$104	\$104	\$266	2.6	2.6
Other Overnight	\$49	\$145	\$164	\$484	3.4	2.9
All Overnight	\$73	\$164	\$187	\$419	2.6	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	648,250	609,840	585,370	251,410	242,800	232,530
Private Home	974,940	986,770	988,690	388,740	385,700	386,440
Other Overnight	89,420	90,840	91,180	28,000	26,990	27,090
All Overnight	1,712,610	1,687,460	1,665,240	668,150	655,490	646,070

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	362,170	339,110	323,000	141,440	136,250	129,580
Private Home	363,840	383,850	384,600	145,070	150,030	150,330
Other Overnight	30,220	30,650	30,760	9,520	9,160	9,190
All Overnight	756,230	753,610	738,360	296,030	295,440	289,100

Clackamas County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$79,953

Employee & Proprietor Earnings Generated by \$100 in Visitor Spending \$48

Local & State Tax Revenues Generated by \$100 in Visitor Spending \$6

Visitor Shares

Travel Share of Total Employment 3%

Overnight-Visitor Day Share of Resident Population* 5%

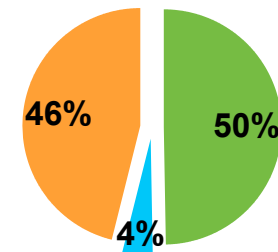
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

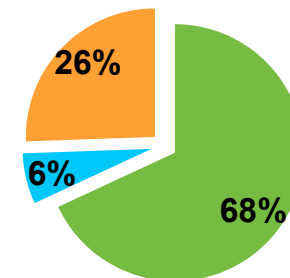
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Clackamas County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Clackamas County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	344.6	611.3	625.6	638.6	267.1	555.2	653.0	674.8	683.4	704.2	▲ 3.0%	▲ 3.3%
Other	38.1	80.6	88.2	89.9	49.1	69.7	98.1	98.0	93.2	93.0	▼ -0.2%	▲ 4.1%
Visitor	306.5	530.7	537.4	548.7	218.0	485.5	554.8	576.8	590.2	611.2	▲ 3.6%	▲ 3.2%
Earnings (\$Millions)												
Earnings	88.5	175.0	189.7	225.7	175.9	218.2	285.3	298.9	297.0	311.9	▲ 5.0%	▲ 5.9%
Employment (Jobs)												
Employment	4,710	6,430	6,580	7,360	5,560	6,550	7,840	7,920	7,760	7,960	▲ 2.7%	▲ 2.4%
Tax Revenue (\$Millions)												
Total	11.3	26.2	26.9	28.8	18.3	26.1	32.2	33.2	33.6	34.6	▲ 2.8%	▲ 5.2%
Local	2.0	6.2	6.0	6.0	2.9	4.3	5.5	5.8	6.0	6.1	▲ 1.2%	▲ 5.1%
State	9.2	20.1	20.9	22.8	15.4	21.8	26.7	27.4	27.6	28.5	▲ 3.2%	▲ 5.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Clackamas County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	306.5	530.7	537.4	548.7	218.0	485.5	554.8	576.8	590.2	611.2	3.6%	2.4%
Other Travel*	38.1	80.6	88.2	89.9	49.1	69.7	98.1	98.0	93.2	93.0	-0.2%	-1.3%
TOTAL	344.6	611.3	625.6	638.6	267.1	555.2	653.0	674.8	683.4	704.2	3.0%	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	95.7	212.1	210.6	212.6	65.5	162.6	214.1	226.6	237.3	240.5	1.4%	2.9%
Hotel, Motel**						141.9	190.0	201.8	209.5	209.1	-0.2%	2.4%
STVR**						20.7	24.1	24.8	27.8	31.4	12.9%	6.8%
Private Home	113.4	175.3	180.9	186.0	86.7	186.4	204.6	209.4	211.4	222.9	5.4%	2.2%
Campground	7.9	13.6	14.2	14.8	12.3	7.8	9.4	9.7	8.7	8.9	1.6%	-1.4%
Second Home	5.4	7.9	8.2	8.4	6.7	10.2	11.2	11.6	11.8	12.1	2.1%	1.8%
Day Travel	84.2	121.7	123.6	126.9	46.8	118.6	115.5	119.5	120.9	126.8	4.9%	2.4%
TOTAL	306.5	530.7	537.4	548.7	218.0	485.5	554.8	576.8	590.2	611.2	3.6%	2.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	41.7	106.2	103.9	103.8	44.2	87.3	110.3	113.9	119.5	120.4	0.8%	2.2%
Food Service	89.3	173.1	177.2	184.8	70.4	163.8	176.6	190.1	199.5	210.8	5.7%	4.5%
Food Stores	24.2	39.4	39.6	40.6	21.5	41.1	45.3	47.0	47.3	49.3	4.4%	2.1%
Local Tran. & Gas	30.9	55.3	60.2	60.6	21.8	56.0	69.6	68.5	66.4	67.7	2.0%	-0.7%
Arts, Ent. & Rec.	41.3	56.6	56.9	57.8	16.8	36.2	50.6	55.0	56.8	59.1	4.0%	4.0%
Retail Sales	79.0	100.0	99.5	100.9	43.3	101.2	102.5	102.3	100.7	103.8	3.0%	0.3%
TOTAL	306.5	530.7	537.4	548.7	218.0	485.5	554.8	576.8	590.2	611.2	3.6%	2.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Clackamas County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	54	113	126	159	124	160	211	221	218	229	5.0%	2.0%
Arts, Ent. & Rec.	12	22	23	24	19	24	32	32	32	35	7.1%	2.3%
Retail**	12	19	20	20	17	19	21	21	21	22	4.1%	1.1%
Ground Tran.	3	6	6	7	4	5	6	7	8	8	3.6%	6.3%
Other Travel*	7	14	14	15	12	10	15	17	18	19	3.5%	5.2%
TOTAL	88.5	175.0	189.7	225.7	175.9	218.2	285.3	298.9	297.0	311.9	5.0%	2.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	2,860	4,060	4,230	5,000	3,850	4,660	5,610	5,690	5,550	5,660	1.9%	0.2%
Arts, Ent. & Rec.	920	1,220	1,210	1,190	840	1,010	1,230	1,240	1,220	1,310	7.2%	1.6%
Retail**	520	640	630	640	490	520	560	540	540	530	-0.4%	-1.0%
Ground Tran.	140	170	160	170	100	130	130	130	140	140	4.6%	2.6%
Other Travel*	260	340	350	360	300	240	320	320	310	320	3.7%	-0.1%
TOTAL	4,710	6,430	6,580	7,360	5,560	6,550	7,840	7,920	7,760	7,960	2.6%	0.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2	6	6	6	3	4	6	6	6	6	1.2%	2.6%
State Tax Receipts	9	20	21	23	15	22	27	27	28	28	3.2%	1.6%
TOTAL	11.3	26.2	26.9	28.8	18.3	26.1	32.2	33.2	33.6	34.6	2.8%	1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Clackamas County

Overnight Visitation

Overnight visitor volume for Clackamas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$188	\$372	\$393	\$808	2.1	2.1
Private Home	\$41	\$126	\$83	\$267	2.0	3.2
Other Overnight	\$19	\$65	\$60	\$203	3.1	3.4
All Overnight	\$65	\$183	\$137	\$399	2.1	2.9

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,543,650	1,539,440	1,517,550	680,090	703,080	694,880
Private Home	5,400,340	5,434,600	5,445,120	2,638,400	2,606,830	2,674,720
Other Overnight	533,580	545,810	541,580	180,560	175,700	174,530
All Overnight	7,477,580	7,519,840	7,504,250	3,499,050	3,485,610	3,544,130

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	746,710	741,180	727,750	322,670	331,570	326,340
Private Home	1,680,510	1,762,670	1,766,080	798,860	821,600	835,800
Other Overnight	158,760	161,500	160,150	53,470	51,760	51,390
All Overnight	2,585,980	2,665,350	2,653,980	1,175,000	1,204,930	1,213,530



Clatsop County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$84,479
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$46
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$2,235
Visitor Shares	
Travel Share of Total Employment	28%
Overnight-Visitor Day Share of Resident Population*	22%

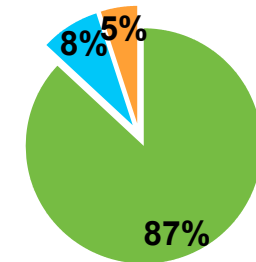
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 22% of the population is added to the amount of people in the area.

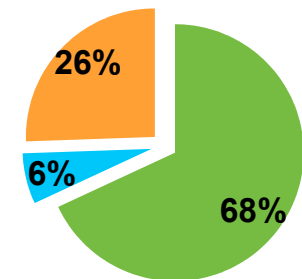
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Clatsop County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Clatsop County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	317.6	561.1	582.9	601.3	482.0	499.2	609.6	624.5	630.5	640.8	▲ 1.6%	▲ 3.2%
Other	10.6	5.0	5.8	5.9	2.8	5.3	7.4	6.8	7.2	7.1	▼ -1.9%	▼ -1.8%
Visitor	307.0	556.1	577.2	595.5	479.3	493.9	602.2	617.7	623.3	633.7	▲ 1.7%	▲ 3.4%
Earnings (\$Millions)												
Earnings	92.1	177.7	203.0	215.7	185.8	205.7	253.3	277.1	278.7	289.7	▲ 4.0%	▲ 5.3%
Employment (Jobs)												
Employment	4,760	6,210	6,620	6,830	5,790	6,230	7,300	7,650	7,600	7,520	▼ -1.0%	▲ 2.1%
Tax Revenue (\$Millions)												
Total	12.0	27.0	28.8	29.6	31.5	29.9	35.7	36.8	37.7	39.1	▲ 3.7%	▲ 5.5%
Local	4.9	11.1	11.5	11.6	14.4	12.4	15.3	15.3	16.0	16.8	▲ 4.8%	▲ 5.8%
State	7.1	15.9	17.3	18.0	17.0	17.5	20.4	21.5	21.7	22.3	▲ 2.9%	▲ 5.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Clatsop County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	307.0	556.1	577.2	595.5	479.3	493.9	602.2	617.7	623.3	633.7	1.7%	1.3%
Other Travel*	10.6	5.0	5.8	5.9	2.8	5.3	7.4	6.8	7.2	7.1	-1.9%	-1.0%
TOTAL	317.6	561.1	582.9	601.3	482.0	499.2	609.6	624.5	630.5	640.8	1.6%	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	133.8	302.7	314.8	323.6	328.7	305.4	333.5	342.5	348.9	368.4	5.6%	2.5%
Hotel, Motel**						223.4	247.0	257.7	253.7	267.4	5.4%	2.0%
STVR**						82.0	86.5	84.7	95.3	101.0	6.0%	3.9%
Private Home	11.4	15.8	16.5	17.0	19.3	19.8	20.1	20.2	20.2	20.7	2.6%	0.7%
Campground	20.8	25.5	26.6	27.7	18.1	22.3	27.0	24.7	23.9	13.0	-45.8%	-16.8%
Second Home	10.7	14.7	15.2	15.6	12.7	17.2	20.3	21.0	21.4	21.8	2.1%	1.8%
Day Travel	130.2	197.4	204.1	211.6	100.4	129.2	201.3	209.3	208.9	209.9	0.5%	1.1%
TOTAL	307.0	556.1	577.2	595.5	479.3	493.9	602.2	617.7	623.3	633.7	1.7%	1.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	65.8	146.8	151.5	153.8	193.6	191.7	198.7	197.9	207.0	216.7	4.7%	2.2%
Food Service	85.3	177.1	184.7	194.8	125.6	125.0	175.7	189.5	192.3	194.9	1.3%	2.6%
Food Stores	27.7	43.2	43.9	45.4	31.8	38.9	47.6	48.8	48.2	45.1	-6.3%	-1.3%
Local Tran. & Gas	24.4	47.4	53.5	54.3	36.2	39.4	50.2	48.2	43.3	42.6	-1.8%	-4.0%
Arts, Ent. & Rec.	46.8	66.8	68.2	70.0	42.3	43.2	61.6	64.7	66.6	70.0	5.1%	3.3%
Retail Sales	56.9	74.7	75.5	77.2	49.7	55.7	68.4	68.5	65.8	64.4	-2.2%	-1.5%
TOTAL	307.0	556.1	577.2	595.5	479.3	493.9	602.2	617.7	623.3	633.7	1.7%	1.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Clatsop County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	62	136	158	169	137	151	193	215	216	230	6.6%	4.5%
Arts, Ent. & Rec.	15	21	23	25	22	26	32	33	34	31	-8.2%	-0.9%
Retail**	11	17	18	19	23	26	26	26	26	26	-1.3%	-0.4%
Ground Tran.	1	3	3	3	3	2	2	3	3	3	-2.6%	3.2%
Other Travel*	3	0.2	0.3	0.3	0.3	0.5	0.4	0.3	0.9	0.8	-2.8%	23.7%
TOTAL	92.1	177.7	203.0	215.7	185.8	205.7	253.3	277.1	278.7	289.7	4.0%	3.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,310	4,630	4,980	5,190	4,150	4,460	5,400	5,820	5,800	5,850	0.9%	2.0%
Arts, Ent. & Rec.	790	850	880	880	770	870	1,080	1,020	990	920	-7.0%	-4.0%
Retail**	540	660	680	680	770	830	760	750	740	690	-7.2%	-2.5%
Ground Tran.	50	70	70	70	80	50	50	50	50	50	-1.7%	-0.3%
Other Travel*	70	10	10	10	10	20	10	10	20	20	-6.7%	11.1%
TOTAL	4,760	6,210	6,620	6,830	5,790	6,230	7,300	7,650	7,600	7,520	-1.1%	0.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	5	11	12	12	14	12	15	15	16	17	4.8%	2.2%
State Tax Receipts	7	16	17	18	17	17	20	21	22	22	2.9%	2.3%
TOTAL	12.0	27.0	28.8	29.6	31.5	29.9	35.7	36.8	37.7	39.1	3.7%	2.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Clatsop County

Overnight Visitation

Overnight visitor volume for Clatsop County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$259	\$490	\$633	\$1,197	2.4	1.9
Private Home	\$39	\$120	\$103	\$313	2.6	3.0
Other Overnight	\$45	\$153	\$143	\$483	3.2	3.4
All Overnight	\$129	\$314	\$344	\$821	2.7	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,079,950	1,978,230	2,001,700	800,030	777,290	786,600
Private Home	524,530	523,770	524,790	205,300	201,010	201,400
Other Overnight	918,730	943,950	768,660	301,480	294,020	243,980
All Overnight	3,523,210	3,445,960	3,295,140	1,306,810	1,272,320	1,231,990

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	996,240	939,310	950,780	386,490	373,290	377,880
Private Home	165,400	172,220	172,550	64,740	66,090	66,220
Other Overnight	276,020	282,200	227,180	90,300	87,660	71,950
All Overnight	1,437,660	1,393,730	1,350,510	541,530	527,040	516,050

Columbia County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$52,357
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$45
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$116
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	4%

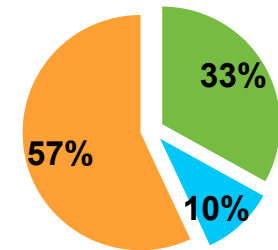
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

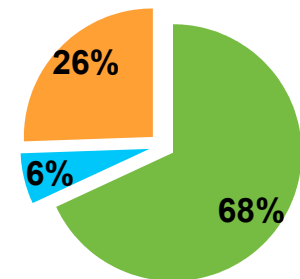
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2025 Share of Overnight Visitor Spending

Columbia County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Columbia County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	25.8	39.3	41.5	42.7	25.0	39.3	48.4	49.5	49.0	50.6	▲ 3.2%	▲ 3.1%
Other	4.0	6.6	7.6	7.7	3.6	6.8	9.5	8.9	8.0	7.9	▼ -1.5%	▲ 3.2%
Visitor	21.8	32.7	33.9	35.0	21.4	32.5	38.9	40.6	41.0	42.7	▲ 4.1%	▲ 3.1%
Earnings (\$Millions)												
Earnings	5.8	12.9	13.8	14.5	12.5	14.2	17.7	19.7	19.8	20.4	▲ 3.0%	▲ 5.9%
Employment (Jobs)												
Employment	440	680	700	740	580	660	800	840	840	860	▲ 2.7%	▲ 3.2%
Tax Revenue (\$Millions)												
Total	0.9	1.8	1.9	1.9	1.4	1.9	2.2	2.4	2.4	2.4	▲ 1.9%	▲ 4.8%
Local	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.2	0.2	▲ 3.7%	N/A
State	0.9	1.7	1.8	1.8	1.4	1.8	2.1	2.2	2.2	2.3	▲ 1.8%	▲ 4.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Columbia County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	21.8	32.7	33.9	35.0	21.4	32.5	38.9	40.6	41.0	42.7	4.1%	2.3%
Other Travel*	4.0	6.6	7.6	7.7	3.6	6.8	9.5	8.9	8.0	7.9	-1.5%	-4.6%
TOTAL	25.8	39.3	41.5	42.7	25.0	39.3	48.4	49.5	49.0	50.6	3.2%	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.0	5.2	5.3	5.5	5.6	6.0	8.2	8.8	9.1	9.8	7.6%	4.4%
Hotel, Motel**						4.6	6.1	6.6	6.8	7.1	4.2%	3.8%
STVR**						1.4	2.2	2.1	2.3	2.7	17.6%	5.8%
Private Home	8.8	13.1	13.7	14.1	8.6	14.4	15.9	16.3	16.4	16.8	2.7%	1.3%
Campground	0.7	2.7	2.8	2.9	1.8	2.1	2.3	2.5	2.5	2.4	-1.1%	1.6%
Second Home	0.3	0.5	0.5	0.5	0.4	0.4	0.5	0.5	0.5	0.5	1.9%	1.7%
Day Travel	8.0	11.2	11.6	12.0	5.0	9.6	12.0	12.5	12.6	13.2	4.6%	2.4%
TOTAL	21.8	32.7	33.9	35.0	21.4	32.5	38.9	40.6	41.0	42.7	4.1%	2.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	3.3	3.4	3.5	3.7	3.8	5.1	5.3	5.4	5.7	5.0%	2.6%
Food Service	6.3	10.8	11.4	11.9	7.0	11.0	12.0	12.9	13.4	14.2	6.0%	4.2%
Food Stores	3.6	5.8	5.9	6.1	3.9	6.2	6.9	7.2	7.2	7.4	3.0%	1.9%
Local Tran. & Gas	2.0	3.2	3.6	3.6	2.1	3.8	4.6	4.4	4.2	4.2	1.4%	-2.1%
Arts, Ent. & Rec.	3.4	4.2	4.3	4.4	1.7	2.4	4.3	4.8	5.0	5.2	3.6%	4.7%
Retail Sales	4.5	5.3	5.3	5.4	3.2	5.4	5.9	5.9	5.8	6.0	2.7%	0.1%
TOTAL	21.8	32.7	33.9	35.0	21.4	32.5	38.9	40.6	41.0	42.7	4.1%	2.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Columbia County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	3	9	10	11	9	10	12	14	14	15	2.4%	4.3%
Arts, Ent. & Rec.	1	1	1	1	0.9	0.9	2	2	2	2	9.3%	2.6%
Retail**	1	2	2	2	2	2	2	3	3	3	3.0%	2.0%
Ground Tran.	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	-0.3%	5.6%
Other Travel*	0.2	0.3	0.4	0.4	0.4	0.5	1	1	1	1	3.5%	1.2%
TOTAL	5.8	12.9	13.8	14.5	12.5	14.2	17.7	19.7	19.8	20.4	3.0%	3.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	240	420	430	440	360	410	450	510	490	510	3.2%	3.3%
Arts, Ent. & Rec.	120	170	170	190	130	140	210	200	210	220	3.2%	0.7%
Retail**	60	70	70	70	70	80	80	80	80	80	-0.9%	-1.1%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	0.6%	2.0%
Other Travel*	20	20	20	20	20	20	50	40	50	50	2.6%	0.9%
TOTAL	440	680	700	740	580	660	800	840	840	860	2.4%	1.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts		0.1	0.1	0.1	0.0	0.1	0.1	0.2	0.2	0.2	3.7%	6.9%
State Tax Receipts	0.9	2	2	2	1	2	2	2	2	2	1.8%	1.9%
TOTAL	0.9	1.8	1.9	1.9	1.4	1.9	2.2	2.4	2.4	2.4	1.9%	2.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Columbia County

Overnight Visitation

Overnight visitor volume for Columbia County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$169	\$344	\$400	\$817	2.4	2.0
Private Home	\$30	\$94	\$64	\$199	2.1	3.1
Other Overnight	\$41	\$135	\$130	\$432	3.2	3.3
All Overnight	\$41	\$123	\$93	\$277	2.2	3.0

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	80,370	81,550	86,650	31,530	32,610	34,540
Private Home	552,270	554,150	555,220	265,600	261,160	261,670
Other Overnight	72,180	74,180	72,570	23,850	23,270	22,810
All Overnight	704,820	709,880	714,440	320,980	317,030	319,020

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	36,020	36,190	38,230	14,260	14,640	15,430
Private Home	170,880	178,670	179,020	82,180	84,210	84,370
Other Overnight	22,070	22,520	22,020	7,230	7,010	6,870
All Overnight	228,970	237,390	239,270	103,670	105,860	106,670

Coos County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$94,472
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$597
Visitor Shares	
Travel Share of Total Employment	11%
Overnight-Visitor Day Share of Resident Population*	11%

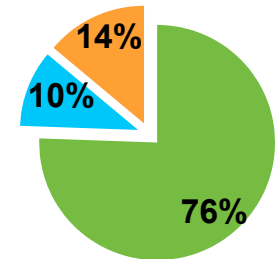
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

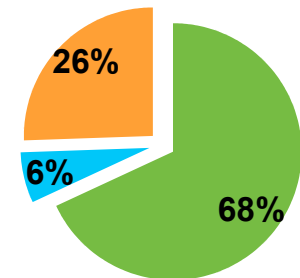
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Coos County



Oregon



Legend:
■ Hotel, Motel, STVR
■ Private Home (VFR)
■ Other Overnight

Percentages may not sum to 100% due to rounding.

Coos County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	180.5	271.0	277.8	288.5	184.6	227.3	317.0	342.4	347.7	358.5	▲ 3.1%	▲ 3.2%
Other	8.9	9.8	11.1	11.3	5.3	9.4	13.7	13.1	12.4	13.0	▲ 4.9%	▲ 1.7%
Visitor	171.5	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.3	345.5	▲ 3.0%	▲ 3.2%
Earnings (\$Millions)												
Earnings	48.3	79.2	84.4	90.0	82.9	92.3	110.9	117.9	121.9	127.3	▲ 4.4%	▲ 4.5%
Employment (Jobs)												
Employment	3,110	3,290	3,320	3,360	2,980	3,200	3,640	3,700	3,700	3,700	▲ 0.2%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	5.7	10.1	11.7	12.3	10.8	12.7	15.6	15.7	16.2	16.5	▲ 2.2%	▲ 5.0%
Local	1.2	1.8	3.1	3.2	3.1	3.9	4.8	4.3	4.4	4.5	▲ 0.9%	▲ 6.2%
State	4.5	8.3	8.6	9.0	7.7	8.8	10.8	11.4	11.7	12.1	▲ 2.7%	▲ 4.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Coos County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	171.5	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.3	345.5	3.0%	3.3%
Other Travel*	8.9	9.8	11.1	11.3	5.3	9.4	13.7	13.1	12.4	13.0	4.9%	-1.3%
TOTAL	180.5	271.0	277.8	288.5	184.6	227.3	317.0	342.4	347.7	358.5	3.1%	3.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	66.2	122.5	122.9	127.9	92.1	117.8	157.5	173.0	180.7	186.0	2.9%	4.2%
Hotel, Motel**						101.1	132.6	147.8	154.1	161.3	4.7%	5.0%
STVR**						16.7	24.9	25.2	26.6	24.6	-7.4%	-0.2%
Private Home	22.7	27.9	29.0	29.9	31.8	30.0	32.1	32.2	32.2	34.4	7.1%	1.8%
Campground	17.0	21.6	22.5	23.5	17.3	19.2	21.4	23.6	21.0	20.4	-3.1%	-1.2%
Second Home	2.9	3.7	3.8	3.9	3.2	4.2	4.6	4.7	4.8	4.9	1.9%	1.6%
Day Travel	62.8	85.6	88.4	92.2	34.9	46.7	87.7	95.8	96.6	99.8	3.4%	3.3%
TOTAL	171.5	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.3	345.5	3.0%	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	33.3	61.5	59.1	60.8	53.8	69.7	92.9	98.9	103.7	104.1	0.4%	2.9%
Food Service	43.8	77.7	80.8	85.8	48.2	55.4	77.8	89.0	93.2	97.9	5.1%	5.9%
Food Stores	17.8	24.7	25.1	26.1	18.6	21.1	28.8	31.4	30.8	31.2	1.3%	2.0%
Local Tran. & Gas	15.1	24.8	27.9	28.6	16.1	21.3	32.5	33.1	31.0	31.3	1.2%	-0.9%
Arts, Ent. & Rec.	33.3	40.6	41.4	42.8	21.9	24.9	35.9	39.8	39.8	41.2	3.4%	3.5%
Retail Sales	25.2	28.9	29.1	30.0	19.1	21.8	30.6	32.2	31.6	32.0	1.5%	1.2%
Visitor Air Tran.	3.1	3.1	3.2	3.3	1.5	3.7	4.8	5.0	5.3	7.7	45.6%	12.3%
TOTAL	171.5	261.2	266.7	277.3	179.3	217.9	303.3	329.4	335.3	345.5	3.0%	3.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Coos County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	30	51	56	60	54	60	74	80	83	90	8.2%	5.0%
Arts, Ent. & Rec.	9	13	13	14	12	14	17	17	17	15	-12.8%	-3.6%
Retail**	6	8	8	8	10	11	11	12	12	12	1.9%	2.1%
Ground Tran.	0.7	1	1	1	1	1.0	1	2	2	2	-8.9%	3.9%
Visitor Air Tran.	1	4	4	4	4	4	4	5	5	5	10.4%	5.0%
Other Travel*	2	2	2	2	1	1	2	2	3	3	2.6%	7.0%
TOTAL	48.3	79.2	84.4	90.0	82.9	92.3	110.9	117.9	121.9	127.3	4.4%	3.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,820	2,000	2,030	2,110	1,820	1,950	2,210	2,320	2,340	2,370	1.3%	1.8%
Arts, Ent. & Rec.	860	820	820	800	670	770	940	890	870	840	-3.1%	-2.9%
Retail**	290	330	320	310	360	360	360	370	360	360	-0.3%	-0.1%
Ground Tran.	30	30	30	40	30	20	30	30	30	30	-8.1%	0.4%
Visitor Air Tran.	40	60	60	60	60	60	50	50	50	60	10.9%	2.5%
Other Travel*	70	60	50	50	40	40	40	40	40	40	0.9%	1.8%
TOTAL	3,110	3,290	3,320	3,360	2,980	3,200	3,640	3,700	3,700	3,700	0.0%	0.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1	2	3	3	3	4	5	4	4	4	0.9%	-1.6%
State Tax Receipts	5	8	9	9	8	9	11	11	12	12	2.7%	2.8%
TOTAL	5.7	10.1	11.7	12.3	10.8	12.7	15.6	15.7	16.2	16.5	2.2%	1.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Coos County

Overnight Visitation

Overnight visitor volume for Coos County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$165	\$312	\$401	\$760	2.4	1.9
Private Home	\$42	\$127	\$106	\$326	2.5	3.1
Other Overnight	\$47	\$152	\$157	\$512	3.4	3.3
All Overnight	\$92	\$224	\$242	\$583	2.6	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,288,390	1,294,060	1,307,820	504,400	520,550	528,100
Private Home	819,440	820,900	822,490	328,010	321,930	324,880
Other Overnight	586,790	557,820	542,720	183,000	165,320	161,020
All Overnight	2,694,620	2,672,780	2,673,030	1,015,410	1,007,790	1,014,000

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	645,450	646,770	657,760	253,660	261,540	266,690
Private Home	258,400	269,920	270,440	102,460	104,870	105,510
Other Overnight	182,010	171,600	166,850	56,640	50,740	49,390
All Overnight	1,085,860	1,088,280	1,095,050	412,750	417,160	421,590

Crook County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$74,487
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$44
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$221
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	7%

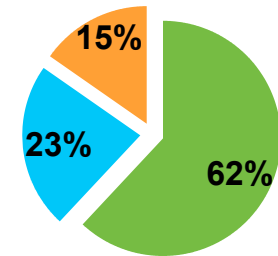
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

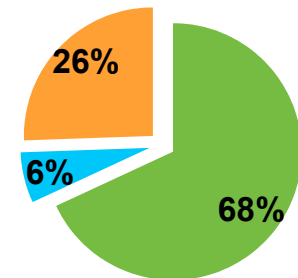
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2025 Share of Overnight Visitor Spending

Crook County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Crook County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	20.9	45.9	48.9	52.8	36.9	45.2	56.2	56.6	56.5	57.3	▲ 1.4%	▲ 4.7%
Other	1.8	2.9	3.5	3.5	1.7	3.3	4.7	4.4	4.0	4.0	▼ -1.5%	▲ 3.7%
Visitor	19.2	43.0	45.4	49.3	35.3	41.9	51.5	52.1	52.5	53.3	▲ 1.6%	▲ 4.8%
Earnings (\$Millions)												
Earnings	5.6	13.8	15.6	16.7	15.7	17.1	19.7	20.4	22.7	23.7	▲ 4.1%	▲ 6.8%
Employment (Jobs)												
Employment	400	580	680	710	680	660	670	660	710	730	▲ 3.1%	▲ 2.7%
Tax Revenue (\$Millions)												
Total	0.8	1.7	1.8	2.0	1.7	2.0	2.3	2.3	2.4	2.5	▲ 1.6%	▲ 5.1%
Local	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▲ 0.6%	▲ 2.3%
State	0.6	1.4	1.5	1.6	1.4	1.6	1.9	1.9	2.0	2.1	▲ 1.8%	▲ 6.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Crook County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	19.2	43.0	45.4	49.3	35.3	41.9	51.5	52.1	52.5	53.3	1.6%	0.9%
Other Travel*	1.8	2.9	3.5	3.5	1.7	3.3	4.7	4.4	4.0	4.0	-1.5%	-3.9%
TOTAL	20.9	45.9	48.9	52.8	36.9	45.2	56.2	56.6	56.5	57.3	1.4%	0.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.8	20.4	21.8	24.4	19.2	21.4	26.5	25.7	26.2	26.6	1.8%	0.2%
Hotel, Motel**						16.6	21.1	20.3	20.8	22.0	5.6%	1.0%
STVR**						4.7	5.3	5.4	5.3	4.7	-12.9%	-3.4%
Private Home	3.2	4.7	5.0	5.2	4.2	5.6	6.1	6.3	6.4	6.5	2.6%	1.7%
Campground	5.6	7.1	7.4	7.8	6.0	6.7	7.5	8.2	7.9	7.8	-0.7%	1.2%
Second Home	1.1	1.6	1.6	1.7	1.4	1.7	1.9	2.0	2.0	2.1	2.0%	2.0%
Day Travel	5.4	9.2	9.7	10.2	4.4	6.5	9.6	10.0	10.1	10.3	2.1%	1.8%
TOTAL	19.2	43.0	45.4	49.3	35.3	41.9	51.5	52.1	52.5	53.3	1.6%	0.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.0	12.0	12.6	14.4	13.0	15.0	18.2	17.4	17.5	17.5	0.1%	-1.0%
Food Service	4.8	11.6	12.5	13.5	8.0	9.5	11.7	12.5	13.1	13.6	4.1%	4.0%
Food Stores	3.5	5.5	5.7	6.0	4.5	5.5	6.6	7.1	7.1	7.1	0.4%	1.7%
Local Tran. & Gas	1.5	3.0	3.5	3.6	2.2	3.1	4.2	4.0	3.8	3.8	0.2%	-2.4%
Arts, Ent. & Rec.	3.1	6.1	6.4	6.8	4.4	4.7	5.7	6.0	6.0	6.3	3.9%	2.3%
Retail Sales	3.2	4.6	4.8	5.0	3.1	4.0	5.1	5.1	5.0	5.1	0.2%	-0.2%
TOTAL	19.2	43.0	45.4	49.3	35.3	41.9	51.5	52.1	52.5	53.3	1.6%	0.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Crook County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	4	10	11	11	10	12	14	15	17	18	7.7%	5.9%
Arts, Ent. & Rec.	0.9	2	3	4	3	3	3	2	3	3	-11.6%	0.4%
Retail**	0.8	1	1	2	2	2	2	3	3	3	0.1%	1.7%
Ground Tran.	0.1	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	-1.6%	4.1%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.4	0.4	0.3	-1.7%	0.6%
TOTAL	5.6	13.8	15.6	16.7	15.7	17.1	19.7	20.4	22.7	23.7	4.1%	4.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	210	310	330	330	300	340	360	360	380	410	7.6%	3.1%
Arts, Ent. & Rec.	140	200	270	310	290	230	210	180	230	220	-1.7%	1.5%
Retail**	40	60	60	60	70	80	80	90	80	80	-3.3%	-0.9%
Ground Tran.	<10	10	10	10	10	<10	10	10	10	10	-0.7%	0.6%
Other Travel*	10	10	10	10	10	10	20	10	10	10	-1.7%	-2.5%
TOTAL	400	580	680	710	680	660	670	660	710	730	2.8%	2.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.6%	-1.0%
State Tax Receipts	0.6	1	2	2	1	2	2	2	2	2	1.8%	2.3%
TOTAL	0.8	1.7	1.8	2.0	1.7	2.0	2.3	2.3	2.4	2.5	1.6%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Crook County

Overnight Visitation

Overnight visitor volume for Crook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$162	\$270	\$399	\$663	2.5	1.7
Private Home	\$24	\$61	\$61	\$157	2.6	2.6
Other Overnight	\$39	\$116	\$132	\$386	3.3	2.9
All Overnight	\$60	\$143	\$166	\$388	2.8	2.3

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	193,160	192,860	192,700	74,810	76,660	76,990
Private Home	268,920	272,750	273,280	107,220	106,610	106,810
Other Overnight	248,830	255,630	251,150	78,260	76,270	74,990
All Overnight	710,910	721,250	717,120	260,290	259,530	258,790

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	107,250	106,640	108,420	41,840	42,800	43,660
Private Home	100,360	106,100	106,300	40,020	41,470	41,550
Other Overnight	84,720	86,870	85,480	26,790	26,070	25,680
All Overnight	292,320	299,600	300,200	108,650	110,340	110,890

Curry County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$92,129
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$39
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$771
Visitor Shares	
Travel Share of Total Employment	22%
Overnight-Visitor Day Share of Resident Population*	23%

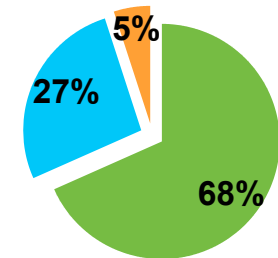
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 23% of the population is added to the amount of people in the area.

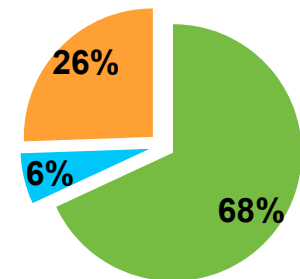
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Curry County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Curry County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	101.8	132.6	138.3	143.0	111.8	158.5	218.1	235.2	228.0	221.3	▼ -3.0%	▲ 3.6%
Other	1.9	2.9	3.3	3.4	1.6	3.0	4.2	3.8	3.4	3.3	▼ -1.5%	▲ 2.6%
Visitor	99.9	129.7	135.0	139.6	110.2	155.5	214.0	231.3	224.6	217.9	▼ -3.0%	▲ 3.6%
Earnings (\$Millions)												
Earnings	33.0	51.2	54.4	57.8	56.6	62.8	70.4	80.2	78.8	84.8	▲ 7.7%	▲ 4.4%
Employment (Jobs)												
Employment	1,970	2,040	2,120	2,200	2,020	2,160	2,390	2,530	2,390	2,370	▼ -0.8%	▲ 0.8%
Tax Revenue (\$Millions)												
Total	2.8	4.6	4.8	5.0	5.1	6.3	7.7	8.3	8.1	8.2	▲ 0.7%	▲ 5.0%
Local	0.5	0.7	0.7	0.7	0.8	1.2	1.6	1.7	1.6	1.5	▼ -4.6%	▲ 5.6%
State	2.4	3.9	4.1	4.3	4.3	5.1	6.1	6.6	6.5	6.7	▲ 1.9%	▲ 4.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Curry County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	99.9	129.7	135.0	139.6	110.2	155.5	214.0	231.3	224.6	217.9	-3.0%	0.5%
Other Travel*	1.9	2.9	3.3	3.4	1.6	3.0	4.2	3.8	3.4	3.3	-1.5%	-5.6%
TOTAL	101.8	132.6	138.3	143.0	111.8	158.5	218.1	235.2	228.0	221.3	-3.0%	0.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	34.9	48.3	50.4	51.8	51.4	83.2	112.0	120.4	117.9	113.4	-3.8%	0.3%
Hotel, Motel**						66.1	86.7	96.3	93.8	90.2	-3.9%	1.0%
STVR**						17.1	25.3	24.1	24.1	23.2	-3.5%	-2.1%
Private Home	5.5	7.3	7.6	7.8	8.0	8.0	8.3	8.3	8.1	8.3	2.5%	-0.2%
Campground	25.3	33.4	34.8	36.3	32.2	35.8	39.8	43.9	41.3	39.8	-3.7%	0.0%
Second Home	2.9	3.7	3.8	3.9	3.2	4.1	4.5	4.7	4.6	4.7	1.9%	1.0%
Day Travel	31.4	37.0	38.4	39.9	15.5	24.4	49.3	54.0	52.7	51.8	-1.9%	1.2%
TOTAL	99.9	129.7	135.0	139.6	110.2	155.5	214.0	231.3	224.6	217.9	-3.0%	0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	20.2	29.0	29.8	30.4	35.9	55.1	72.4	75.7	73.5	70.1	-4.6%	-0.8%
Food Service	25.6	38.3	40.2	42.4	27.8	37.9	53.3	60.9	61.5	61.1	-0.7%	3.5%
Food Stores	13.6	17.6	18.0	18.7	15.4	18.9	24.9	27.4	26.3	25.6	-2.8%	0.7%
Local Tran. & Gas	8.3	11.3	12.9	13.1	8.5	13.6	20.8	21.2	19.0	18.1	-4.9%	-3.5%
Arts, Ent. & Rec.	15.5	16.6	17.0	17.5	11.4	14.5	19.5	21.7	21.0	20.6	-1.9%	1.5%
Retail Sales	16.8	16.8	17.1	17.5	11.2	15.5	23.1	24.5	23.3	22.4	-3.5%	-0.8%
TOTAL	99.9	129.7	135.0	139.6	110.2	155.5	214.0	231.3	224.6	217.9	-3.0%	0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Curry County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	23	41	44	47	44	50	56	65	63	69	9.6%	5.3%
Arts, Ent. & Rec.	5	4	4	4	4	4	4	5	5	6	10.2%	7.3%
Retail**	4	5	5	6	7	8	9	9	9	9	-4.3%	0.2%
Ground Tran.	0.4	0.5	0.5	0.6	0.6	0.6	0.8	1.0	1	0.9	-6.6%	3.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	-24.4%	-6.6%
TOTAL	33.0	51.2	54.4	57.8	56.6	62.8	70.4	80.2	78.8	84.8	7.7%	4.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,260	1,420	1,450	1,510	1,330	1,490	1,680	1,800	1,690	1,680	-0.2%	0.1%
Arts, Ent. & Rec.	460	380	420	430	380	350	370	370	370	380	1.7%	0.3%
Retail**	230	220	230	230	290	300	320	330	310	290	-6.5%	-2.4%
Ground Tran.	20	10	10	10	20	10	20	20	20	20	-5.7%	-0.4%
Other Travel*	10	10	10	10	10	10	<10	<10	<10	<10	-16.0%	-8.6%
TOTAL	1,970	2,040	2,120	2,200	2,020	2,160	2,390	2,530	2,390	2,370	-0.8%	-0.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	0.7	0.7	0.7	0.8	1	2	2	2	2	-4.6%	-0.8%
State Tax Receipts	2	4	4	4	4	5	6	7	7	7	1.9%	2.3%
TOTAL	2.8	4.6	4.8	5.0	5.1	6.3	7.7	8.3	8.1	8.2	0.7%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Curry County

Overnight Visitation

Overnight visitor volume for Curry County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$173	\$287	\$423	\$704	2.5	1.7
Private Home	\$36	\$93	\$93	\$239	2.6	2.6
Other Overnight	\$51	\$157	\$175	\$537	3.4	3.1
All Overnight	\$86	\$201	\$247	\$555	2.9	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	916,100	877,470	830,510	353,770	347,570	329,150
Private Home	232,440	227,230	227,670	92,680	88,820	88,990
Other Overnight	922,050	912,760	871,510	283,250	265,680	253,900
All Overnight	2,070,580	2,017,460	1,929,690	729,700	702,070	672,040

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	502,270	479,470	454,650	195,590	191,980	182,100
Private Home	86,740	88,390	88,560	34,590	34,550	34,620
Other Overnight	301,030	296,460	283,530	92,780	86,600	82,910
All Overnight	890,040	864,320	826,740	322,960	313,120	299,630

Deschutes County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$111,579
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$709
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	10%

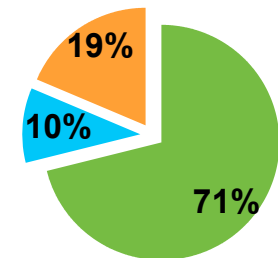
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

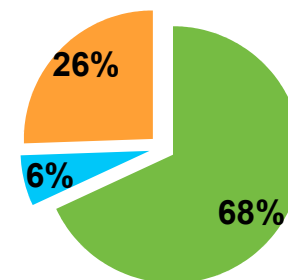
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2025 Share of Overnight Visitor Spending

Deschutes County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Deschutes County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	318.7	759.6	814.5	886.5	568.1	913.3	1,132.0	1,107.3	1,098.6	1,113.1	▲ 1.3%	▲ 5.8%
Other	29.6	80.4	94.9	97.2	43.1	82.3	133.2	128.5	133.0	133.2	▲ 0.2%	▲ 7.1%
Visitor	289.1	679.2	719.7	789.4	525.1	831.0	998.8	978.9	965.6	979.9	▲ 1.5%	▲ 5.7%
Earnings (\$Millions)												
Earnings	78.3	202.5	226.2	246.2	218.1	250.7	300.5	337.9	352.8	377.6	▲ 7.0%	▲ 7.4%
Employment (Jobs)												
Employment	4,180	7,110	7,560	7,870	6,600	7,230	8,040	8,570	8,670	8,930	▲ 2.9%	▲ 3.5%
Tax Revenue (\$Millions)												
Total	13.8	35.3	37.5	41.9	36.8	49.0	56.9	58.7	59.3	61.0	▲ 2.9%	▲ 7.0%
Local	6.4	14.0	14.6	17.0	16.0	22.7	26.2	26.5	26.3	26.7	▲ 1.6%	▲ 6.7%
State	7.3	21.2	22.9	24.9	20.8	26.3	30.8	32.2	33.0	34.3	▲ 4.0%	▲ 7.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Deschutes County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	289.1	679.2	719.7	789.4	525.1	831.0	998.8	978.9	965.6	979.9	1.5%	-0.5%
Other Travel*	29.6	80.4	94.9	97.2	43.1	82.3	133.2	128.5	133.0	133.2	0.2%	0.0%
TOTAL	318.7	759.6	814.5	886.5	568.1	913.3	1,132.0	1,107.3	1,098.6	1,113.1	1.3%	-0.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	141.8	401.8	426.0	480.2	322.1	541.5	639.8	611.7	599.3	605.7	1.1%	-1.4%
Hotel, Motel**						301.1	391.4	370.6	372.4	376.4	1.1%	-1.0%
STVR**						240.5	248.4	241.1	226.9	229.3	1.1%	-2.0%
Private Home	52.0	109.1	117.0	123.2	90.3	127.4	149.5	150.1	152.9	159.3	4.1%	1.6%
Campground	20.7	27.6	28.8	30.1	30.8	34.2	38.2	42.0	39.9	39.1	-1.9%	0.6%
Second Home	22.4	39.0	40.4	41.4	33.8	40.6	44.5	46.0	47.1	48.0	1.9%	1.9%
Day Travel	52.3	101.7	107.4	114.5	48.1	87.2	126.9	129.1	126.4	127.8	1.1%	0.2%
TOTAL	289.1	679.2	719.7	789.4	525.1	831.0	998.8	978.9	965.6	979.9	1.5%	-0.5%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	69.3	197.6	204.2	237.7	211.4	350.7	399.6	376.5	372.2	376.5	1.1%	-1.5%
Food Service	72.9	189.8	202.8	222.1	116.3	170.1	203.7	212.4	214.6	218.5	1.8%	1.8%
Food Stores	26.8	50.8	52.4	55.4	43.8	67.8	80.6	83.8	81.2	81.4	0.3%	0.3%
Local Tran. & Gas	22.9	54.1	62.7	66.1	34.5	57.7	77.9	72.0	64.9	63.5	-2.2%	-5.0%
Arts, Ent. & Rec.	40.4	71.9	74.9	79.5	48.9	63.3	73.9	75.9	74.9	78.8	5.2%	1.6%
Retail Sales	46.0	76.1	78.5	82.8	51.5	77.9	93.7	92.0	87.9	87.3	-0.7%	-1.8%
Visitor Air Tran.	10.8	38.8	44.2	45.8	18.7	43.4	69.4	66.3	69.9	73.9	5.8%	1.6%
TOTAL	289.1	679.2	719.7	789.4	525.1	831.0	998.8	978.9	965.6	979.9	1.5%	-0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.



Deschutes County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	53	149	166	182	156	183	227	256	267	289	8.0%	6.3%
Arts, Ent. & Rec.	12	25	29	32	26	30	33	40	42	45	7.3%	8.2%
Retail**	9	19	20	21	25	28	29	29	30	29	-0.9%	0.1%
Ground Tran.	1	3	3	4	3	3	4	4	4	5	14.9%	6.0%
Visitor Air Tran.	0.4	1	1	1	1	1	1	1	1	2	10.7%	6.0%
Other Travel*	3	6	7	7	6	5	6	7	8	8	-1.9%	4.4%
TOTAL	78.3	202.5	226.2	246.2	218.1	250.7	300.5	337.9	352.8	377.6	7.0%	5.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,780	5,030	5,310	5,520	4,550	5,070	5,790	6,200	6,250	6,490	3.8%	2.9%
Arts, Ent. & Rec.	740	1,140	1,260	1,350	1,020	1,130	1,250	1,370	1,420	1,450	1.9%	3.8%
Retail**	460	660	690	700	770	800	760	760	750	730	-3.2%	-1.1%
Ground Tran.	50	80	80	90	70	80	80	80	80	90	16.0%	2.4%
Visitor Air Tran.	20	30	30	30	30	30	30	30	30	30	11.2%	3.5%
Other Travel*	120	170	190	190	160	130	140	140	150	140	-1.3%	1.6%
TOTAL	4,180	7,110	7,560	7,870	6,600	7,230	8,040	8,570	8,670	8,930	3.0%	2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6	14	15	17	16	23	26	27	26	27	1.6%	0.5%
State Tax Receipts	7	21	23	25	21	26	31	32	33	34	4.0%	2.8%
TOTAL	13.8	35.3	37.5	41.9	36.8	49.0	56.9	58.7	59.3	61.0	2.9%	1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Deschutes County

Overnight Visitation

Overnight visitor volume for Deschutes County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$373	\$705	\$851	\$1,649	2.3	1.9
Private Home	\$59	\$179	\$136	\$435	2.3	3.2
Other Overnight	\$40	\$133	\$127	\$427	3.2	3.4
All Overnight	\$106	\$292	\$275	\$762	2.6	2.8

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	3,609,690	3,260,640	3,120,040	1,391,250	1,289,660	1,239,830
Private Home	2,660,950	2,699,510	2,704,740	1,162,910	1,159,110	1,172,980
Other Overnight	2,139,020	2,222,960	2,192,520	702,730	693,490	684,910
All Overnight	8,409,660	8,183,110	8,017,300	3,256,890	3,142,260	3,097,720

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,573,270	1,434,420	1,372,030	609,810	571,390	548,480
Private Home	839,090	887,610	889,330	350,440	363,640	366,510
Other Overnight	642,140	663,940	654,320	210,330	206,560	203,850
All Overnight	3,054,500	2,985,980	2,915,680	1,170,580	1,141,590	1,118,840



Douglas County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$87,664
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	7%

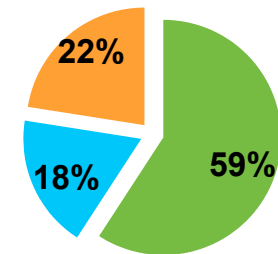
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

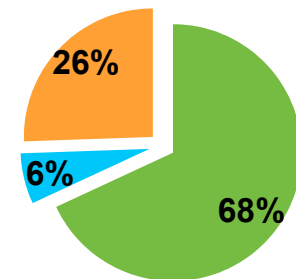
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Douglas County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Douglas County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	185.7	237.5	245.7	252.6	171.7	252.2	314.4	319.0	314.9	323.2	▲ 2.7%	▲ 2.6%
Other	9.6	13.9	16.0	16.2	7.6	14.3	19.9	18.5	16.6	16.3	▼ -1.5%	▲ 2.4%
Visitor	176.1	223.6	229.7	236.4	164.1	237.9	294.5	300.4	298.3	306.9	▲ 2.9%	▲ 2.6%
Earnings (\$Millions)												
Earnings	49.8	70.4	72.8	76.9	74.9	83.4	96.4	100.7	104.2	107.8	▲ 3.5%	▲ 3.6%
Employment (Jobs)												
Employment	3,280	3,160	3,140	3,180	2,970	3,180	3,490	3,550	3,500	3,530	▲ 0.8%	▲ 0.3%
Tax Revenue (\$Millions)												
Total	5.7	8.8	9.0	9.3	8.7	10.7	12.1	12.1	12.3	12.6	▲ 2.4%	▲ 3.7%
Local	0.9	1.4	1.4	1.5	1.7	2.2	2.3	2.2	2.2	2.2	▲ 3.2%	▲ 4.1%
State	4.7	7.4	7.6	7.9	7.0	8.5	9.8	9.9	10.1	10.3	▲ 2.3%	▲ 3.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Douglas County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	176.1	223.6	229.7	236.4	164.1	237.9	294.5	300.4	298.3	306.9	2.9%	1.0%
Other Travel*	9.6	13.9	16.0	16.2	7.6	14.3	19.9	18.5	16.6	16.3	-1.5%	-4.8%
TOTAL	185.7	237.5	245.7	252.6	171.7	252.2	314.4	319.0	314.9	323.2	2.7%	0.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	51.9	68.6	67.6	69.6	68.8	96.0	106.7	104.4	105.0	109.2	4.0%	0.6%
Hotel, Motel**						89.6	98.0	94.9	94.0	97.3	3.5%	-0.2%
STVR**						6.5	8.7	9.4	11.0	11.9	8.6%	8.2%
Private Home	25.8	35.2	36.9	37.6	28.0	41.9	44.1	44.9	44.5	45.6	2.6%	0.8%
Campground	15.6	20.8	21.7	22.6	19.6	21.9	24.4	26.9	25.3	25.2	-0.3%	0.8%
Second Home	2.6	4.3	4.5	4.6	3.8	3.6	3.9	4.0	4.1	4.1	1.9%	1.5%
Day Travel	80.3	94.6	98.9	102.1	43.9	74.5	115.4	120.3	119.5	122.7	2.7%	1.6%
TOTAL	176.1	223.6	229.7	236.4	164.1	237.9	294.5	300.4	298.3	306.9	2.9%	1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	27.2	38.5	35.2	35.8	38.2	53.2	56.4	53.4	53.8	55.4	3.0%	-0.5%
Food Service	45.3	67.2	71.0	74.6	50.4	72.4	91.7	98.3	100.7	105.3	4.5%	3.5%
Food Stores	19.7	26.0	26.7	27.5	19.4	27.2	34.7	36.6	36.1	36.8	1.8%	1.5%
Local Tran. & Gas	14.6	19.4	22.3	22.5	13.8	22.3	30.8	29.1	26.6	26.7	0.5%	-3.5%
Arts, Ent. & Rec.	37.8	40.4	41.8	42.6	21.8	32.1	40.6	42.7	42.1	43.3	3.0%	1.7%
Retail Sales	31.6	32.0	32.8	33.4	20.6	30.7	40.3	40.3	39.0	39.4	0.9%	-0.6%
TOTAL	176.1	223.6	229.7	236.4	164.1	237.9	294.5	300.4	298.3	306.9	2.9%	1.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Douglas County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	30	43	46	49	45	51	58	61	62	65	5.3%	2.8%
Arts, Ent. & Rec.	12	17	16	17	17	19	24	25	27	28	1.3%	4.0%
Retail**	7	9	9	9	11	12	12	12	13	13	1.2%	1.1%
Ground Tran.	0.7	1	1	1	1	1	1	1	2	1	-7.7%	2.3%
Other Travel*	0.8	0.7	0.7	0.8	0.8	1.0	0.9	1.0	0.9	0.9	-1.7%	0.1%
TOTAL	49.8	70.4	72.8	76.9	74.9	83.4	96.4	100.7	104.2	107.8	3.5%	2.8%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,950	1,910	1,940	1,950	1,770	1,940	2,100	2,150	2,070	2,090	1.1%	-0.1%
Arts, Ent. & Rec.	870	830	780	790	720	770	910	930	990	1,000	1.5%	2.5%
Retail**	370	360	370	370	410	410	410	400	390	390	-1.2%	-1.8%
Ground Tran.	30	30	30	30	30	20	30	30	30	30	-6.8%	-1.2%
Other Travel*	50	40	40	40	40	40	40	40	30	30	-3.2%	-3.7%
TOTAL	3,280	3,160	3,140	3,180	2,970	3,180	3,490	3,550	3,500	3,530	0.9%	0.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.9	1	1	1	2	2	2	2	2	2	3.2%	-0.6%
State Tax Receipts	5	7	8	8	7	9	10	10	10	10	2.3%	1.4%
TOTAL	5.7	8.8	9.0	9.3	8.7	10.7	12.1	12.1	12.3	12.6	2.4%	1.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Douglas County

Overnight Visitation

Overnight visitor volume for Douglas County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$178	\$332	\$436	\$813	2.4	1.9
Private Home	\$43	\$129	\$112	\$334	2.6	3.0
Other Overnight	\$28	\$88	\$94	\$301	3.4	3.2
All Overnight	\$80	\$210	\$221	\$565	2.7	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	845,080	823,140	840,430	330,530	330,350	337,140
Private Home	1,142,110	1,140,280	1,142,490	447,700	438,270	439,120
Other Overnight	743,650	741,010	730,330	229,270	216,560	213,520
All Overnight	2,730,850	2,704,440	2,713,260	1,007,500	985,180	989,780

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	435,070	419,960	428,230	170,890	169,580	172,860
Private Home	365,530	380,520	381,260	143,320	146,290	146,570
Other Overnight	234,920	232,530	229,180	72,400	67,940	66,990
All Overnight	1,035,530	1,033,010	1,038,660	386,610	383,810	386,420

Gilliam/Sherman County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts

Amount of Visitor Spending That Supports 1 Job \$113,039

Employee & Proprietor Earnings Generated by \$100 in Visitor Spending \$25

Local & State Tax Revenues Generated by \$100 in Visitor Spending \$4

Visitor Shares

Travel Share of Total Employment 3%

Overnight-Visitor Day Share of Resident Population* 9%

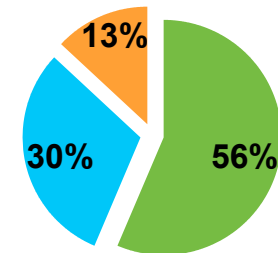
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 9% of the population is added to the amount of people in the area.

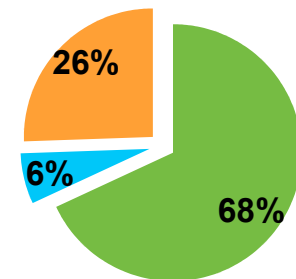
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Gilliam/Sherman County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Gilliam/Sherman County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	7.9	9.9	10.3	10.7	7.1	7.8	10.4	10.6	10.3	10.6	▲ 3.4%	▲ 1.4%
Other	0.3	0.5	0.5	0.5	0.3	0.5	0.7	0.7	0.6	0.6	▼ -1.5%	▲ 3.0%
Visitor	7.6	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.7	10.1	▲ 3.7%	▲ 1.3%
Earnings (\$Millions)												
Earnings	1.9	2.6	2.8	3.2	2.7	2.0	2.6	2.4	2.4	2.5	▲ 5.2%	▲ 1.2%
Employment (Jobs)												
Employment	140	110	110	130	110	80	100	90	90	90	▲ 2.6%	▼ -2.0%
Tax Revenue (\$Millions)												
Total	0.2	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.4	▲ 4.7%	▲ 3.3%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	▲ 9.1%	N/A
State	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 3.5%	▲ 2.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Gilliam/Sherman County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	7.6	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.7	10.1	3.7%	1.0%
Other Travel*	0.3	0.5	0.5	0.5	0.3	0.5	0.7	0.7	0.6	0.6	-1.5%	-4.8%
TOTAL	7.9	9.9	10.3	10.7	7.1	7.8	10.4	10.6	10.3	10.6	3.4%	0.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	3.1	4.3	4.4	4.6	3.3	3.0	4.0	3.9	3.9	4.3	8.7%	1.5%
Hotel, Motel**						2.6	3.6	3.4	3.5	3.7	5.7%	0.9%
STVR**						0.4	0.5	0.5	0.4	0.6	33.4%	5.9%
Private Home	0.5	0.7	0.8	0.8	0.7	0.9	0.9	1.0	1.0	1.0	2.8%	1.0%
Campground	1.6	2.0	2.1	2.1	1.8	2.0	2.3	2.5	2.3	2.2	-3.3%	-0.2%
Second Home	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	2.1%	1.4%
Day Travel	2.3	2.3	2.4	2.4	0.9	1.3	2.4	2.5	2.4	2.5	2.7%	1.3%
TOTAL	7.6	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.7	10.1	3.7%	1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.5	2.5	2.6	2.7	2.1	2.0	2.4	2.3	2.3	2.5	6.8%	0.4%
Food Service	1.9	2.6	2.7	2.8	1.9	2.1	2.9	3.1	3.1	3.3	4.8%	3.2%
Food Stores	1.0	1.2	1.2	1.3	0.9	1.1	1.3	1.4	1.4	1.4	0.5%	0.9%
Local Tran. & Gas	0.6	0.7	0.8	0.8	0.5	0.6	0.9	0.8	0.7	0.7	0.2%	-3.6%
Arts, Ent. & Rec.	1.4	1.4	1.4	1.5	0.9	0.9	1.2	1.3	1.2	1.3	2.9%	1.4%
Retail Sales	1.2	1.0	1.0	1.1	0.5	0.7	0.9	1.0	0.9	0.9	1.0%	-0.8%
TOTAL	7.6	9.4	9.7	10.1	6.8	7.3	9.7	9.9	9.7	10.1	3.7%	1.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.



Gilliam/Sherman County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1	2	2	2	2	1	2	1	1	2	7.3%	-1.1%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.5	0.4	0.3	0.4	0.4	0.4	0.4	4.9%	-0.2%
Retail**	0.3	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	-0.5%	0.1%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.5%	3.4%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1.7%	-0.2%
TOTAL	1.9	2.6	2.8	3.2	2.7	2.0	2.6	2.4	2.4	2.5	5.2%	-0.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	90	70	70	90	70	60	70	60	60	60	4.3%	-3.3%
Arts, Ent. & Rec.	30	20	20	20	20	10	20	20	10	10	2.2%	-2.3%
Retail**	20	20	20	20	20	10	10	10	10	10	-3.7%	-2.0%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	1.5%	-0.2%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-5.2%	-1.8%
TOTAL	140	110	110	130	110	80	100	90	90	90	0.0%	-2.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts		0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	9.1%	1.1%
State Tax Receipts	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	3.5%	-0.4%
TOTAL	0.2	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.4	4.7%	-0.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Gilliam/Sherman County

Overnight Visitation

Overnight visitor volume for Gilliam/Sherman County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$125	\$208	\$308	\$511	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$20	\$63	\$70	\$220	3.5	3.1
All Overnight	\$55	\$135	\$157	\$371	2.9	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	40,040	38,060	40,270	15,550	15,240	16,080
Private Home	39,680	39,640	39,720	15,820	15,490	15,520
Other Overnight	62,790	61,130	57,260	19,070	17,580	16,480
All Overnight	142,510	138,830	137,250	50,440	48,320	48,080

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	22,510	21,580	22,620	8,800	8,700	9,100
Private Home	14,810	15,420	15,450	5,900	6,030	6,040
Other Overnight	20,080	19,420	18,210	6,110	5,590	5,250
All Overnight	57,390	56,420	56,270	20,810	20,320	20,390



Grant County

Direct Travel Impact Insights, 2025

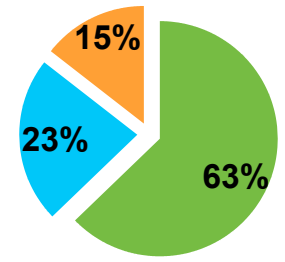
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$90,237
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$25
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$211
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	9%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 9% of the population is added to the amount of people in the area.

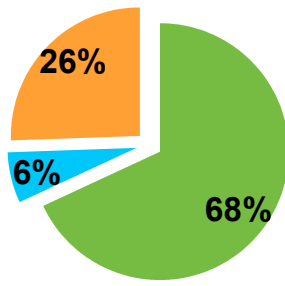
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Grant County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight
 Percentages may not sum to 100% due to rounding.

Grant County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	8.6	11.2	11.7	12.1	6.8	12.8	15.7	16.1	15.9	15.9	▲ 0.3%	▲ 2.8%
Other	0.6	0.9	1.0	1.1	0.5	0.9	1.3	1.2	1.0	1.0	▼ -1.5%	▲ 2.2%
Visitor	8.0	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.8	14.9	▲ 0.4%	▲ 2.9%
Earnings (\$Millions)												
Earnings	2.2	3.0	3.2	3.4	2.9	3.2	3.5	3.7	3.7	3.7	▲ 1.1%	▲ 2.4%
Employment (Jobs)												
Employment	200	180	180	190	160	180	190	190	180	170	▼ -7.0%	▼ -0.8%
Tax Revenue (\$Millions)												
Total	0.3	0.4	0.5	0.5	0.3	0.6	0.7	0.7	0.7	0.7	▲ 1.9%	▲ 4.0%
Local	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▲ 5.3%	▲ 7.1%
State	0.2	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	▲ 0.2%	▲ 3.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Grant County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	8.0	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.8	14.9	0.4%	0.7%
Other Travel*	0.6	0.9	1.0	1.1	0.5	0.9	1.3	1.2	1.0	1.0	-1.5%	-5.2%
TOTAL	8.6	11.2	11.7	12.1	6.8	12.8	15.7	16.1	15.9	15.9	0.3%	0.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.4	3.7	3.8	4.0	1.7	5.6	6.9	7.0	7.1	7.6	7.6%	2.5%
Hotel, Motel**						4.1	5.5	5.3	5.4	5.7	5.4%	0.7%
STVR**						1.5	1.4	1.6	1.7	1.9	14.4%	8.8%
Private Home	1.1	1.5	1.5	1.6	1.0	1.6	1.7	1.8	1.7	1.8	2.8%	0.6%
Campground	1.6	2.1	2.2	2.2	1.9	2.1	2.4	2.6	2.4	1.9	-21.1%	-5.1%
Second Home	0.7	0.8	0.9	0.9	0.8	0.7	0.8	0.8	0.8	0.8	2.1%	1.4%
Day Travel	2.1	2.2	2.3	2.4	1.0	1.9	2.7	2.8	2.8	2.8	-1.0%	0.7%
TOTAL	8.0	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.8	14.9	0.4%	0.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.3	2.3	2.4	2.5	1.6	3.5	4.1	4.1	4.1	4.3	5.2%	1.2%
Food Service	2.0	2.9	3.0	3.2	1.8	3.4	4.2	4.5	4.6	4.7	1.4%	2.8%
Food Stores	1.3	1.6	1.6	1.7	1.1	1.6	1.9	2.0	2.0	1.8	-6.6%	-0.4%
Local Tran. & Gas	0.7	0.9	1.0	1.0	0.5	1.0	1.3	1.3	1.2	1.1	-2.7%	-3.7%
Arts, Ent. & Rec.	1.4	1.4	1.5	1.5	0.7	1.3	1.6	1.7	1.7	1.6	-1.3%	0.4%
Retail Sales	1.3	1.2	1.2	1.2	0.6	1.1	1.3	1.3	1.3	1.3	-2.8%	-1.3%
TOTAL	8.0	10.3	10.7	11.0	6.3	11.9	14.4	15.0	14.8	14.9	0.4%	0.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Grant County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1	2	2	2	2	2	2	3	2	2	2.7%	1.1%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.7%	4.5%
Retail**	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	-5.3%	-0.5%
Ground Tran.	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	-0.7%	3.8%
Other Travel*	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.7%
TOTAL	2.2	3.0	3.2	3.4	2.9	3.2	3.5	3.7	3.7	3.7	1.1%	1.4%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	110	110	120	130	100	120	120	130	120	110	-6.1%	-2.2%
Arts, Ent. & Rec.	60	40	30	40	40	40	40	40	40	30	-8.4%	-2.7%
Retail**	20	20	20	20	20	20	20	20	20	20	-11.2%	-3.7%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	0.3%	0.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-2.5%	-3.3%
TOTAL	200	180	180	190	160	180	190	190	180	170	-5.6%	-2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	5.3%	-1.5%
State Tax Receipts	0.2	0.4	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.2%	0.4%
TOTAL	0.3	0.4	0.5	0.5	0.3	0.6	0.7	0.7	0.7	0.7	1.9%	-0.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Grant County

Overnight Visitation

Overnight visitor volume for Grant County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$154	\$256	\$377	\$627	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$32	\$94	\$107	\$310	3.3	2.9
All Overnight	\$53	\$129	\$150	\$353	2.8	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	68,610	67,740	70,500	26,330	26,540	27,590
Private Home	71,990	70,770	70,910	28,700	27,660	27,720
Other Overnight	99,040	98,960	84,570	31,140	29,510	25,410
All Overnight	239,640	237,470	225,980	86,170	83,720	80,710

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	36,560	35,650	36,930	14,170	14,170	14,660
Private Home	26,870	27,530	27,580	10,710	10,760	10,780
Other Overnight	33,710	33,610	29,100	10,660	10,080	8,800
All Overnight	97,140	96,790	93,620	35,550	35,010	34,240

Harney County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$62,591
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$433
Visitor Shares	
Travel Share of Total Employment	10%
Overnight-Visitor Day Share of Resident Population*	12%

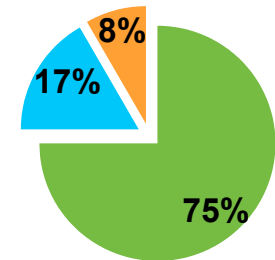
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

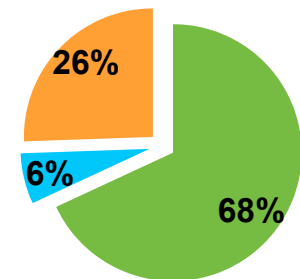
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Harney County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Harney County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	15.5	18.8	19.4	20.2	11.9	19.3	26.6	27.2	27.1	28.8	▲ 6.3%	▲ 2.8%
Other	0.6	0.9	1.1	1.1	0.5	1.0	1.3	1.2	1.1	1.1	▼ -1.5%	▲ 2.6%
Visitor	14.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.0	27.7	▲ 6.6%	▲ 2.9%
Earnings (\$Millions)												
Earnings	4.9	6.5	6.8	7.7	7.2	8.9	10.0	10.1	10.5	11.3	▲ 7.7%	▲ 3.9%
Employment (Jobs)												
Employment	370	330	340	360	340	420	450	460	430	450	▲ 2.9%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	0.5	0.9	0.9	1.0	0.8	1.1	1.3	1.3	1.3	1.4	▲ 6.1%	▲ 4.7%
Local	0.1	0.3	0.3	0.3	0.2	0.4	0.5	0.4	0.5	0.5	▲ 6.5%	▲ 5.9%
State	0.4	0.6	0.6	0.6	0.5	0.7	0.8	0.8	0.9	0.9	▲ 5.8%	▲ 4.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Harney County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	14.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.0	27.7	6.6%	2.3%
Other Travel*	0.6	0.9	1.1	1.1	0.5	1.0	1.3	1.2	1.1	1.1	-1.5%	-5.2%
TOTAL	15.5	18.8	19.4	20.2	11.9	19.3	26.6	27.2	27.1	28.8	6.3%	2.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	7.1	9.3	9.6	10.0	6.0	11.1	14.8	14.8	15.1	16.3	8.1%	2.4%
Hotel, Motel**						10.1	13.8	13.6	13.8	14.7	6.1%	1.5%
STVR**						0.9	1.0	1.2	1.2	1.6	30.8%	13.0%
Private Home	1.1	1.5	1.6	1.6	1.3	1.7	1.8	1.8	1.8	1.8	2.8%	0.6%
Campground	1.9	2.6	2.7	2.8	2.4	2.6	3.0	3.2	3.1	3.2	2.3%	1.6%
Second Home	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.5	0.5	0.5	2.1%	1.7%
Day Travel	4.6	4.1	4.2	4.4	1.4	2.5	5.3	5.6	5.6	6.0	6.4%	2.9%
TOTAL	14.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.0	27.7	6.6%	2.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.2	5.2	5.3	5.5	3.7	6.4	8.0	7.7	7.8	8.3	6.6%	0.8%
Food Service	3.7	4.7	4.9	5.2	3.2	5.0	7.3	7.9	8.1	8.8	8.1%	4.8%
Food Stores	1.7	2.0	2.1	2.1	1.4	1.9	2.5	2.7	2.6	2.8	5.3%	2.7%
Local Tran. & Gas	1.1	1.3	1.4	1.4	0.8	1.3	2.1	2.0	1.8	1.9	4.1%	-1.8%
Arts, Ent. & Rec.	3.4	3.0	3.1	3.2	1.6	2.5	3.7	3.9	3.8	4.1	6.2%	2.9%
Retail Sales	1.9	1.6	1.6	1.6	0.8	1.2	1.8	1.8	1.8	1.9	4.8%	0.8%
TOTAL	14.9	17.8	18.4	19.1	11.4	18.3	25.3	25.9	26.0	27.7	6.6%	2.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Harney County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	3	5	5	6	5	6	7	7	7	8	9.3%	3.4%
Arts, Ent. & Rec.	0.9	1	1	1	1	2	2	2	2	2	4.0%	2.1%
Retail**	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	4.8%	2.1%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	2.1%	4.2%
Other Travel*	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.7%
TOTAL	4.9	6.5	6.8	7.7	7.2	8.9	10.0	10.1	10.5	11.3	7.7%	3.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	210	210	220	240	230	260	280	270	260	280	7.7%	-0.2%
Arts, Ent. & Rec.	130	90	90	90	90	140	140	160	150	140	-5.4%	-0.5%
Retail**	20	20	20	20	20	20	20	20	20	20	1.8%	-2.5%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	3.1%	0.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-0.1%	-4.9%
TOTAL	370	330	340	360	340	420	450	460	430	450	4.7%	0.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.3	0.3	0.3	0.2	0.4	0.5	0.4	0.5	0.5	6.5%	0.7%
State Tax Receipts	0.4	0.6	0.6	0.6	0.5	0.7	0.8	0.8	0.9	0.9	5.8%	1.9%
TOTAL	0.5	0.9	0.9	1.0	0.8	1.1	1.3	1.3	1.3	1.4	6.1%	1.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Harney County

Overnight Visitation

Overnight visitor volume for Harney County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$123	\$204	\$301	\$501	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$37	\$111	\$125	\$378	3.4	3.0
All Overnight	\$67	\$147	\$183	\$391	2.7	2.1

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	145,600	141,880	151,790	56,880	57,050	60,830
Private Home	74,230	73,850	74,000	29,600	28,870	28,920
Other Overnight	98,060	98,500	98,890	30,320	28,860	28,980
All Overnight	317,890	314,230	324,680	116,790	114,780	118,730

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	83,900	81,560	86,300	32,920	32,980	34,820
Private Home	27,700	28,730	28,780	11,050	11,230	11,250
Other Overnight	32,380	32,390	32,520	10,050	9,540	9,570
All Overnight	143,990	142,680	147,610	54,020	53,740	55,650



Hood River County

Direct Travel Impact Insights, 2025

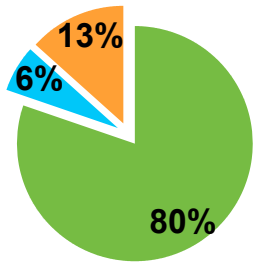
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$98,911
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$736
Visitor Shares	
Travel Share of Total Employment	6%
Overnight-Visitor Day Share of Resident Population*	10%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

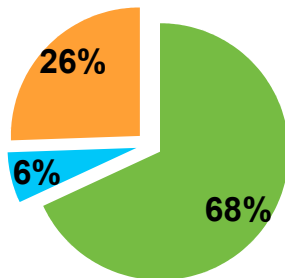
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2025 Share of Overnight Visitor Spending

Hood River County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Hood River County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	58.6	111.4	114.9	119.0	59.9	82.8	103.5	105.6	106.2	108.4	▲ 2.1%	▲ 2.8%
Other	2.6	3.3	3.7	3.8	1.9	3.2	4.5	4.2	3.8	3.8	▼ -1.7%	▲ 1.8%
Visitor	56.0	108.2	111.2	115.2	58.0	79.6	99.0	101.4	102.3	104.6	▲ 2.2%	▲ 2.9%
Earnings (\$Millions)												
Earnings	15.1	29.5	31.3	33.2	24.9	28.8	33.3	36.2	37.9	40.0	▲ 5.5%	▲ 4.5%
Employment (Jobs)												
Employment	910	1,160	1,170	1,170	810	890	980	1,020	1,040	1,060	▲ 2.0%	▲ 0.7%
Tax Revenue (\$Millions)												
Total	2.3	5.7	6.0	6.2	4.2	5.3	5.9	6.1	6.2	6.4	▲ 2.8%	▲ 4.8%
Local	0.8	2.4	2.4	2.5	1.6	2.3	2.4	2.5	2.5	2.5	▲ 1.7%	▲ 5.4%
State	1.5	3.4	3.5	3.7	2.5	3.1	3.5	3.6	3.8	3.9	▲ 3.5%	▲ 4.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Hood River County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	56.0	108.2	111.2	115.2	58.0	79.6	99.0	101.4	102.3	104.6	2.2%	1.4%
Other Travel*	2.6	3.3	3.7	3.8	1.9	3.2	4.5	4.2	3.8	3.8	-1.7%	-4.4%
TOTAL	58.6	111.4	114.9	119.0	59.9	82.8	103.5	105.6	106.2	108.4	2.1%	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	26.5	66.4	68.7	71.2	34.1	54.4	61.0	61.6	62.7	64.3	2.6%	1.3%
Hotel, Motel**						37.5	44.9	46.9	49.3	51.3	4.0%	3.4%
STVR**						16.9	16.1	14.8	13.4	13.1	-2.8%	-5.1%
Private Home	6.6	9.7	9.8	10.0	11.7	9.1	10.3	10.4	10.3	10.6	2.6%	0.7%
Campground	2.5	3.6	3.8	3.9	3.1	3.5	3.9	4.3	4.0	3.9	-3.0%	0.0%
Second Home	0.8	1.2	1.2	1.2	1.0	1.1	1.2	1.2	1.3	1.3	1.9%	1.6%
Day Travel	19.5	27.3	27.7	28.8	8.2	11.5	22.6	23.9	24.0	24.5	2.0%	2.1%
TOTAL	56.0	108.2	111.2	115.2	58.0	79.6	99.0	101.4	102.3	104.6	2.2%	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	11.7	34.1	35.3	36.4	22.2	35.3	37.2	36.1	36.3	36.9	1.6%	-0.2%
Food Service	15.6	31.6	32.4	34.3	15.1	18.8	24.2	26.5	27.9	29.0	4.2%	4.6%
Food Stores	4.9	7.7	7.7	7.9	5.2	6.1	7.8	8.2	8.1	8.2	0.2%	1.0%
Local Tran. & Gas	5.2	10.1	11.2	11.4	5.1	7.3	10.3	10.0	9.4	9.4	0.3%	-2.2%
Arts, Ent. & Rec.	8.4	11.8	11.8	12.1	3.9	4.3	8.9	10.0	10.2	10.6	3.9%	4.4%
Retail Sales	10.1	12.9	12.8	13.1	6.5	7.7	10.5	10.6	10.4	10.4	0.4%	-0.1%
TOTAL	56.0	108.2	111.2	115.2	58.0	79.6	99.0	101.4	102.3	104.6	2.2%	1.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Hood River County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	10	22	24	25	19	23	27	29	30	32	4.9%	4.0%
Arts, Ent. & Rec.	3	3	4	4	2	1	2	2	3	4	20.6%	21.1%
Retail**	2	3	3	3	3	3	4	4	4	4	-0.1%	0.2%
Ground Tran.	0.3	0.5	0.5	0.6	0.4	0.4	0.5	0.5	0.6	0.5	-2.2%	4.0%
Other Travel*	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-4.8%	-2.6%
TOTAL	15.1	29.5	31.3	33.2	24.9	28.8	33.3	36.2	37.9	40.0	5.5%	4.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	630	860	870	880	610	720	790	820	810	840	2.7%	1.6%
Arts, Ent. & Rec.	150	140	150	150	70	40	50	70	90	100	9.6%	19.6%
Retail**	100	120	120	120	110	110	120	120	120	110	-7.5%	-2.9%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-1.3%	0.5%
Other Travel*	20	10	10	10	10	10	10	10	10	10	-6.5%	-6.0%
TOTAL	910	1,160	1,170	1,170	810	890	980	1,020	1,040	1,060	1.9%	2.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	2	2	2	2	2	2	2	2	3	1.7%	1.1%
State Tax Receipts	1	3	4	4	3	3	4	4	4	4	3.5%	2.7%
TOTAL	2.3	5.7	6.0	6.2	4.2	5.3	5.9	6.1	6.2	6.4	2.8%	2.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Hood River County

Overnight Visitation

Overnight visitor volume for Hood River County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$183	\$346	\$447	\$846	2.4	1.9
Private Home	\$35	\$106	\$91	\$276	2.6	3.0
Other Overnight	\$32	\$103	\$107	\$348	3.4	3.3
All Overnight	\$89	\$219	\$237	\$574	2.7	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	442,930	437,280	435,350	171,030	173,630	173,420
Private Home	303,020	303,270	303,850	118,600	116,390	116,610
Other Overnight	168,950	169,760	163,490	52,530	50,050	48,260
All Overnight	914,910	910,310	902,690	342,170	340,070	338,300

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	215,030	213,670	214,590	83,670	85,600	86,180
Private Home	95,550	99,720	99,910	37,400	38,270	38,340
Other Overnight	52,500	52,370	50,400	16,290	15,410	14,850
All Overnight	363,080	365,750	364,900	137,360	139,280	139,370

Jackson County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$116,641
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$31
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$382
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	7%

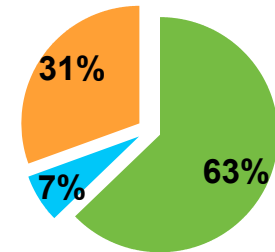
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

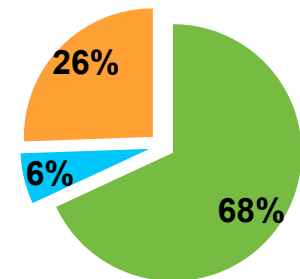
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Jackson County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Jackson County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	352.3	580.3	611.1	626.6	363.9	627.1	726.9	724.5	728.8	760.5	▲ 4.3%	▲ 3.6%
Other	46.6	88.7	99.0	101.3	43.2	85.9	124.2	117.1	114.5	114.5	▼ 0.0%	▲ 4.2%
Visitor	305.7	491.5	512.2	525.3	320.7	541.2	602.8	607.4	614.4	646.0	▲ 5.2%	▲ 3.5%
Earnings (\$Millions)												
Earnings	86.2	153.5	163.1	170.8	146.0	158.2	188.0	194.7	200.9	213.3	▲ 6.1%	▲ 4.2%
Employment (Jobs)												
Employment	4,640	5,630	5,750	5,790	4,750	4,950	5,520	5,640	5,610	5,700	▲ 1.6%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	12.7	25.7	26.9	27.4	20.9	28.4	31.0	32.1	32.8	34.7	▲ 5.6%	▲ 4.7%
Local	4.3	9.6	10.1	10.2	7.5	11.6	12.0	13.0	13.2	14.2	▲ 7.4%	▲ 5.6%
State	8.4	16.1	16.7	17.2	13.4	16.8	19.1	19.1	19.6	20.4	▲ 4.5%	▲ 4.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Jackson County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	305.7	491.5	512.2	525.3	320.7	541.2	602.8	607.4	614.4	646.0	5.2%	1.7%
Other Travel*	46.6	88.7	99.0	101.3	43.2	85.9	124.2	117.1	114.5	114.5	0.0%	-2.0%
TOTAL	352.3	580.3	611.1	626.6	363.9	627.1	726.9	724.5	728.8	760.5	4.3%	1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	142.3	254.4	264.7	269.1	175.1	280.2	309.5	312.6	319.6	341.3	6.8%	2.5%
Hotel, Motel**						248.3	271.6	272.0	278.7	292.9	5.1%	1.9%
STVR**						31.9	37.9	40.5	40.9	48.4	18.2%	6.3%
Private Home	79.6	127.9	134.4	139.1	77.4	145.9	161.8	159.6	160.5	167.1	4.1%	0.8%
Campground	22.3	27.0	28.1	29.2	24.3	27.0	30.1	33.1	30.8	30.0	-2.8%	-0.1%
Second Home	3.0	4.4	4.5	4.6	3.8	5.3	5.8	6.0	6.1	6.2	1.9%	1.6%
Day Travel	58.5	77.9	80.5	83.2	40.0	82.8	95.6	96.2	97.4	101.4	4.2%	1.5%
TOTAL	305.7	491.5	512.2	525.3	320.7	541.2	602.8	607.4	614.4	646.0	5.2%	1.7%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	57.3	104.2	105.5	105.2	79.9	129.1	137.3	132.5	132.9	143.4	7.9%	1.1%
Food Service	77.4	137.6	142.7	149.8	94.9	155.2	170.9	176.1	184.6	195.2	5.8%	3.4%
Food Stores	28.6	41.4	42.0	43.4	29.0	49.1	55.0	56.6	56.5	58.1	2.8%	1.4%
Local Tran. & Gas	29.0	50.3	57.8	58.2	29.6	57.3	63.4	71.2	68.4	70.1	2.4%	2.5%
Arts, Ent. & Rec.	43.3	54.5	55.3	56.6	28.6	45.6	48.3	49.0	49.1	51.0	3.8%	1.4%
Retail Sales	49.6	58.5	58.9	60.1	36.0	64.2	70.0	67.7	66.6	68.1	2.3%	-0.7%
Visitor Air Tran.	20.7	45.0	50.0	52.0	22.6	40.7	57.8	54.3	56.2	60.1	6.9%	1.0%
TOTAL	305.7	491.5	512.2	525.3	320.7	541.2	602.8	607.4	614.4	646.0	5.2%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Jackson County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	56	107	114	119	100	108	130	133	136	144	5.5%	2.6%
Arts, Ent. & Rec.	13	18	19	20	14	15	22	22	23	27	16.0%	5.5%
Retail**	10	15	15	16	18	20	20	20	20	21	1.6%	0.5%
Ground Tran.	2	3	3	4	4	5	4	7	7	7	-0.3%	15.6%
Visitor Air Tran.	1	4	4	4	4	4	4	4	5	5	11.9%	7.0%
Other Travel*	5	7	8	8	7	7	8	9	10	10	2.8%	3.6%
TOTAL	86.2	153.5	163.1	170.8	146.0	158.2	188.0	194.7	200.9	213.3	6.1%	3.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	3,110	4,040	4,110	4,140	3,350	3,500	3,940	3,960	3,900	3,960	1.4%	0.1%
Arts, Ent. & Rec.	760	760	780	780	530	520	710	750	800	840	5.4%	4.3%
Retail**	460	520	520	520	550	580	570	550	540	520	-2.6%	-1.9%
Ground Tran.	80	90	90	100	100	140	90	150	150	150	-1.6%	13.8%
Visitor Air Tran.	50	70	70	70	60	60	60	60	60	70	12.5%	4.4%
Other Travel*	190	170	180	180	150	160	160	160	160	170	1.0%	1.2%
TOTAL	4,640	5,630	5,750	5,790	4,750	4,950	5,520	5,640	5,610	5,700	1.6%	0.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4	10	10	10	7	12	12	13	13	14	7.4%	4.4%
State Tax Receipts	8	16	17	17	13	17	19	19	20	20	4.5%	1.8%
TOTAL	12.7	25.7	26.9	27.4	20.9	28.4	31.0	32.1	32.8	34.7	5.6%	2.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Jackson County

Overnight Visitation

Overnight visitor volume for Jackson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$225	\$425	\$518	\$1,001	2.3	1.9
Private Home	\$59	\$180	\$140	\$443	2.4	3.2
Other Overnight	\$46	\$149	\$156	\$507	3.4	3.3
All Overnight	\$98	\$256	\$243	\$646	2.5	2.7

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,891,600	1,893,850	1,958,650	764,710	786,790	814,530
Private Home	2,817,340	2,824,530	2,830,000	1,200,550	1,183,270	1,195,230
Other Overnight	821,590	812,800	785,770	255,450	239,770	232,060
All Overnight	5,530,530	5,531,170	5,574,420	2,220,710	2,209,830	2,241,820

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	932,080	926,810	953,760	374,390	383,080	394,500
Private Home	888,410	928,720	930,520	365,460	374,960	377,500
Other Overnight	255,300	250,670	242,190	79,220	73,800	71,380
All Overnight	2,075,800	2,106,200	2,126,460	819,070	831,840	843,380

Jefferson County

Direct Travel Impact Insights, 2025

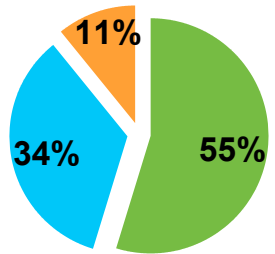
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$98,047
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$26
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$577
Visitor Shares	
Travel Share of Total Employment	11%
Overnight-Visitor Day Share of Resident Population*	16%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

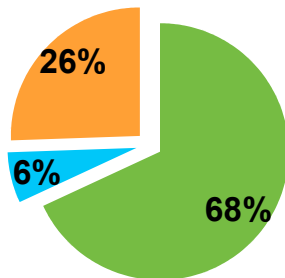
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Jefferson County



Oregon



Legend: ■ Hotel, Motel, STVR ■ Private Home (VFR) ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Jefferson County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	33.5	52.5	55.7	59.0	67.0	86.5	116.7	110.7	109.7	111.5	▲ 1.6%	▲ 5.6%
Other	1.7	3.0	3.5	3.6	1.7	3.2	4.5	4.2	3.8	3.7	▼ -1.5%	▲ 3.6%
Visitor	31.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	106.0	107.8	▲ 1.7%	▲ 5.7%
Earnings (\$Millions)												
Earnings	7.8	17.5	18.8	20.2	20.1	22.4	26.0	27.1	27.4	28.5	▲ 4.1%	▲ 6.0%
Employment (Jobs)												
Employment	590	1,010	1,030	1,060	930	1,040	1,170	1,200	1,130	1,110	▼ -2.0%	▲ 2.9%
Tax Revenue (\$Millions)												
Total	1.2	2.5	2.7	2.9	4.2	4.4	5.3	5.1	5.2	5.3	▲ 2.0%	▲ 7.1%
Local	0.3	0.7	0.7	0.8	1.9	1.7	2.1	1.9	2.0	2.0	▲ 1.7%	▲ 9.3%
State	0.9	1.9	2.0	2.1	2.3	2.7	3.2	3.2	3.2	3.3	▲ 2.2%	▲ 6.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Jefferson County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	31.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	106.0	107.8	1.7%	-1.0%
Other Travel*	1.7	3.0	3.5	3.6	1.7	3.2	4.5	4.2	3.8	3.7	-1.5%	-4.6%
TOTAL	33.5	52.5	55.7	59.0	67.0	86.5	116.7	110.7	109.7	111.5	1.6%	-1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	5.5	14.4	15.5	17.4	36.2	36.4	47.1	44.5	45.5	48.1	5.7%	0.5%
Hotel, Motel**						31.9	43.0	41.3	42.1	44.3	5.2%	0.7%
STVR**						4.5	4.0	3.2	3.4	3.8	11.8%	-1.4%
Private Home	5.0	7.7	8.1	8.3	5.3	8.6	9.1	9.3	9.2	9.4	2.5%	0.9%
Campground	8.7	10.2	10.6	11.1	11.6	18.6	27.6	24.7	23.5	22.0	-6.3%	-5.5%
Second Home	4.3	5.6	5.8	6.0	4.9	7.0	7.7	8.0	8.1	8.2	1.9%	1.6%
Day Travel	8.4	11.5	12.1	12.6	7.4	12.7	20.8	20.1	19.7	20.0	1.7%	-0.9%
TOTAL	31.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	106.0	107.8	1.7%	-1.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	4.4	9.8	10.2	11.5	24.2	25.4	31.5	28.7	29.7	30.0	1.0%	-1.2%
Food Service	7.9	14.2	15.1	16.2	15.3	20.1	27.5	27.7	28.4	29.6	4.3%	1.9%
Food Stores	5.2	7.1	7.2	7.5	7.2	11.1	15.6	14.8	14.3	14.3	-0.4%	-2.2%
Local Tran. & Gas	2.9	4.8	5.6	5.8	5.6	8.4	13.0	11.6	10.5	10.5	0.2%	-5.1%
Arts, Ent. & Rec.	6.0	7.4	7.7	8.0	7.2	9.9	13.5	13.2	12.9	13.2	2.1%	-0.5%
Retail Sales	5.3	6.2	6.3	6.6	5.9	8.4	11.2	10.6	10.2	10.3	0.6%	-2.2%
TOTAL	31.8	49.4	52.2	55.5	65.4	83.3	112.2	106.5	106.0	107.8	1.7%	-1.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Jefferson County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	5	11	12	13	13	13	15	16	17	18	5.9%	4.6%
Arts, Ent. & Rec.	2	4	4	5	3	5	6	6	6	6	0.0%	-1.0%
Retail**	1	2	2	2	4	4	5	4	4	4	3.1%	-1.3%
Ground Tran.	0.1	0.2	0.2	0.3	0.4	0.3	0.5	0.5	0.5	0.5	-0.5%	3.4%
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3	3.4%	-0.4%
TOTAL	7.8	17.5	18.8	20.2	20.1	22.4	26.0	27.1	27.4	28.5	4.1%	2.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	310	480	520	550	510	520	570	620	600	600	0.4%	1.5%
Arts, Ent. & Rec.	190	420	410	400	250	330	430	410	370	350	-5.7%	-4.9%
Retail**	80	90	90	90	140	170	160	150	140	140	-2.7%	-3.5%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	0.4%	-0.1%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-1.0%	-2.3%
TOTAL	590	1,010	1,030	1,060	930	1,040	1,170	1,200	1,130	1,110	-1.8%	-1.3%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.3	0.7	0.7	0.8	2	2	2	2	2	2	1.7%	-1.2%
State Tax Receipts	0.9	2	2	2	2	3	3	3	3	3	2.2%	0.3%
TOTAL	1.2	2.5	2.7	2.9	4.2	4.4	5.3	5.1	5.2	5.3	2.0%	-0.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Jefferson County

Overnight Visitation

Overnight visitor volume for Jefferson County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$151	\$252	\$371	\$618	2.5	1.7
Private Home	\$37	\$95	\$95	\$243	2.6	2.6
Other Overnight	\$35	\$104	\$118	\$351	3.4	3.0
All Overnight	\$60	\$149	\$177	\$426	3.0	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	335,530	333,780	345,840	131,460	134,550	139,440
Private Home	253,970	254,790	255,280	101,260	99,590	99,780
Other Overnight	910,110	899,540	867,570	283,100	265,530	256,410
All Overnight	1,499,610	1,488,110	1,468,690	515,820	499,670	495,630

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	195,750	193,530	200,630	76,940	78,370	81,250
Private Home	94,780	99,110	99,300	37,790	38,740	38,810
Other Overnight	303,880	299,800	289,810	94,980	88,960	86,110
All Overnight	594,410	592,440	589,740	209,710	206,080	206,180

Josephine County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$79,814
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$38
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$221
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	6%

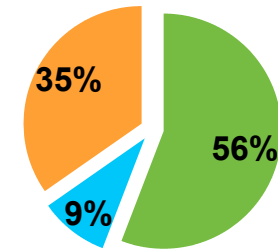
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

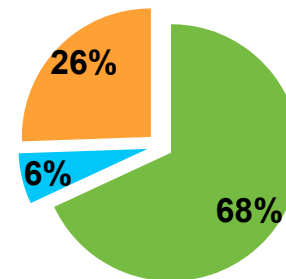
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Josephine County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Josephine County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	98.6	129.2	133.2	141.4	86.6	154.1	171.1	172.8	172.6	177.6	▲ 2.9%	▲ 2.7%
Other	8.5	11.0	12.7	12.9	6.0	11.3	15.5	14.5	13.0	12.8	▼ -1.5%	▲ 1.9%
Visitor	90.1	118.3	120.5	128.6	80.6	142.8	155.6	158.4	159.6	164.8	▲ 3.2%	▲ 2.8%
Earnings (\$Millions)												
Earnings	28.3	45.4	50.2	52.9	49.8	54.0	61.3	62.1	61.4	64.0	▲ 4.3%	▲ 3.8%
Employment (Jobs)												
Employment	1,730	1,800	1,910	2,030	1,800	1,950	2,160	2,100	2,050	2,090	▲ 2.3%	▲ 0.9%
Tax Revenue (\$Millions)												
Total	3.6	6.1	6.3	6.6	5.5	7.3	8.0	8.0	8.0	8.2	▲ 2.7%	▲ 3.8%
Local	0.8	1.3	1.3	1.4	1.3	1.9	2.0	2.0	2.0	2.1	▲ 3.1%	▲ 4.7%
State	2.8	4.7	5.0	5.2	4.2	5.4	6.0	6.0	6.0	6.1	▲ 2.6%	▲ 3.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Josephine County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	90.1	118.3	120.5	128.6	80.6	142.8	155.6	158.4	159.6	164.8	3.2%	1.4%
Other Travel*	8.5	11.0	12.7	12.9	6.0	11.3	15.5	14.5	13.0	12.8	-1.5%	-4.7%
TOTAL	98.6	129.2	133.2	141.4	86.6	154.1	171.1	172.8	172.6	177.6	2.9%	0.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	35.3	47.8	48.2	52.3	39.0	62.9	69.5	69.6	70.4	72.9	3.6%	1.2%
Hotel, Motel**						54.7	59.6	57.8	57.7	59.6	3.3%	0.0%
STVR**						8.1	9.9	11.8	12.7	13.3	5.0%	7.8%
Private Home	25.0	35.1	36.1	37.9	20.3	41.9	43.6	44.4	44.3	45.4	2.6%	1.0%
Campground	7.1	8.4	8.7	9.1	6.7	7.5	8.3	9.2	9.2	9.5	3.4%	3.2%
Second Home	1.5	2.1	2.2	2.2	1.8	2.5	2.7	2.8	2.9	2.9	1.9%	1.7%
Day Travel	21.2	24.9	25.4	27.0	12.7	28.1	31.3	32.4	32.9	34.0	3.3%	2.1%
TOTAL	90.1	118.3	120.5	128.6	80.6	142.8	155.6	158.4	159.6	164.8	3.2%	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	16.1	23.5	23.5	25.1	21.2	34.0	36.0	35.4	35.6	36.7	3.1%	0.5%
Food Service	24.0	36.1	37.0	40.2	24.9	44.5	48.0	51.1	53.4	56.0	5.0%	3.9%
Food Stores	10.2	13.6	13.6	14.4	9.0	16.2	17.9	18.9	19.1	19.6	2.5%	2.2%
Local Tran. & Gas	9.2	12.6	13.9	14.6	7.3	14.5	18.0	16.9	15.7	15.8	0.9%	-3.1%
Arts, Ent. & Rec.	14.0	15.4	15.4	16.3	7.9	13.7	14.2	14.8	14.9	15.4	3.4%	2.0%
Retail Sales	16.6	17.2	17.1	18.0	10.3	19.9	21.3	21.2	20.9	21.2	1.4%	-0.2%
TOTAL	90.1	118.3	120.5	128.6	80.6	142.8	155.6	158.4	159.6	164.8	3.2%	1.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Josephine County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	18	34	38	39	35	38	43	44	44	47	5.7%	1.9%
Arts, Ent. & Rec.	5	5	6	6	7	8	9	9	8	8	2.3%	-2.9%
Retail**	4	5	5	6	6	7	7	7	7	7	1.2%	1.1%
Ground Tran.	0.5	0.7	0.7	0.8	0.6	0.7	0.8	0.9	1.0	0.9	-5.7%	3.0%
Other Travel*	1	0.6	0.7	0.8	0.8	0.8	1.0	1.0	1.0	0.9	-5.6%	-1.1%
TOTAL	28.3	45.4	50.2	52.9	49.8	54.0	61.3	62.1	61.4	64.0	4.3%	1.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,040	1,220	1,320	1,410	1,200	1,280	1,470	1,410	1,380	1,410	2.6%	-0.9%
Arts, Ent. & Rec.	440	350	350	370	360	420	430	450	420	440	4.0%	0.6%
Retail**	190	190	200	200	200	210	210	200	200	190	-2.3%	-1.7%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-4.8%	-0.6%
Other Travel*	50	30	30	30	30	30	30	30	30	30	-2.6%	-3.6%
TOTAL	1,730	1,800	1,910	2,030	1,800	1,950	2,160	2,100	2,050	2,090	2.0%	-0.8%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	1	1	1	1	2	2	2	2	2	3.1%	0.5%
State Tax Receipts	3	5	5	5	4	5	6	6	6	6	2.6%	0.6%
TOTAL	3.6	6.1	6.3	6.6	5.5	7.3	8.0	8.0	8.0	8.2	2.7%	0.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Josephine County

Overnight Visitation

Overnight visitor volume for Josephine County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$153	\$290	\$375	\$709	2.4	1.9
Private Home	\$40	\$122	\$105	\$319	2.6	3.0
Other Overnight	\$42	\$138	\$142	\$465	3.4	3.3
All Overnight	\$64	\$172	\$171	\$453	2.7	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	608,180	604,950	615,400	235,720	239,800	243,960
Private Home	1,120,730	1,126,540	1,128,720	438,650	432,340	433,170
Other Overnight	275,870	291,760	292,880	86,770	86,910	87,240
All Overnight	2,004,780	2,023,250	2,037,000	761,150	759,050	764,370

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	299,100	294,270	299,390	116,720	117,750	119,800
Private Home	353,410	370,410	371,130	138,320	142,150	142,430
Other Overnight	85,120	89,500	89,840	26,710	26,600	26,700
All Overnight	737,630	754,180	760,360	281,750	286,500	288,930



Klamath County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$98,858
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$35
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$373
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	12%

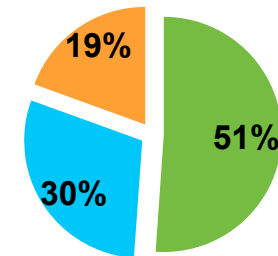
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 12% of the population is added to the amount of people in the area.

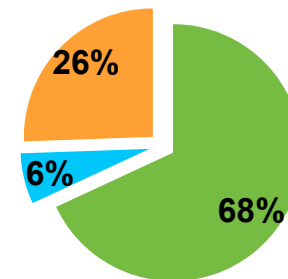
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Klamath County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Klamath County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	117.4	153.9	156.1	162.3	110.1	213.2	242.6	241.0	236.2	241.3	▲ 2.2%	▲ 3.3%
Other	8.9	10.7	10.5	10.7	5.2	9.3	13.0	12.2	11.1	10.9	▼ -1.7%	▲ 0.9%
Visitor	108.6	143.1	145.6	151.7	104.8	203.8	229.7	228.8	225.1	230.4	▲ 2.4%	▲ 3.5%
Earnings (\$Millions)												
Earnings	32.8	51.9	55.4	56.3	52.0	59.4	69.0	75.2	77.6	81.8	▲ 5.4%	▲ 4.2%
Employment (Jobs)												
Employment	1,810	2,080	2,170	2,140	1,880	2,010	2,180	2,180	2,300	2,350	▲ 2.2%	▲ 1.2%
Tax Revenue (\$Millions)												
Total	4.1	7.2	7.4	7.6	6.3	9.2	10.3	10.3	10.5	10.8	▲ 2.7%	▲ 4.5%
Local	1.0	2.0	2.0	2.0	1.7	2.9	3.3	3.2	3.2	3.2	▲ 1.4%	▲ 5.5%
State	3.1	5.2	5.4	5.6	4.6	6.3	7.0	7.2	7.3	7.6	▲ 3.3%	▲ 4.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Klamath County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	108.6	143.1	145.6	151.7	104.8	203.8	229.7	228.8	225.1	230.4	2.4%	0.1%
Other Travel*	8.9	10.7	10.5	10.7	5.2	9.3	13.0	12.2	11.1	10.9	-1.7%	-4.3%
TOTAL	117.4	153.9	156.1	162.3	110.1	213.2	242.6	241.0	236.2	241.3	2.2%	-0.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	48.0	69.3	70.5	73.9	45.9	85.6	90.7	88.4	88.2	95.0	7.7%	1.2%
Hotel, Motel**						72.0	76.3	72.5	73.3	79.3	8.2%	1.0%
STVR**						13.6	14.4	15.9	14.8	15.6	5.4%	2.2%
Private Home	23.1	28.2	28.1	29.0	22.2	33.3	34.9	35.4	35.3	36.3	2.6%	0.9%
Campground	8.3	11.6	12.1	12.6	16.6	46.3	53.5	53.8	51.1	47.7	-6.7%	-2.8%
Second Home	5.1	6.8	7.0	7.2	5.9	6.2	6.8	7.1	7.2	7.3	1.9%	1.7%
Day Travel	24.0	27.3	27.9	28.9	14.3	32.5	43.7	44.2	43.3	44.1	2.1%	0.3%
TOTAL	108.6	143.1	145.6	151.7	104.8	203.8	229.7	228.8	225.1	230.4	2.4%	0.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	21.5	33.9	34.0	35.5	28.1	54.0	56.4	54.7	55.1	56.4	2.3%	0.0%
Food Service	26.3	40.4	41.6	44.2	29.8	55.9	62.8	65.3	66.5	69.8	4.9%	2.7%
Food Stores	11.1	14.7	14.8	15.3	13.6	28.3	33.3	34.1	32.8	32.6	-0.5%	-0.5%
Local Tran. & Gas	11.4	15.9	17.7	18.1	9.4	20.3	25.8	23.5	21.3	21.5	1.1%	-4.4%
Arts, Ent. & Rec.	17.8	19.4	19.5	20.1	11.5	21.8	24.5	25.0	24.3	24.8	2.0%	0.3%
Retail Sales	17.6	18.0	17.9	18.4	12.5	23.4	26.8	26.2	25.1	25.3	0.8%	-1.4%
Visitor Air Tran.	2.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%	0.0%
TOTAL	108.6	143.1	145.6	151.7	104.8	203.8	229.7	228.8	225.1	230.4	2.4%	0.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Klamath County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	22	39	42	42	37	44	52	58	57	60	5.6%	3.9%
Arts, Ent. & Rec.	5	6	7	7	6	6	7	7	10	11	10.3%	12.5%
Retail**	4	5	5	5	7	8	9	9	8	8	0.0%	-0.7%
Ground Tran.	0.6	0.9	0.9	1.0	0.8	0.8	1.0	1	1	1	0.5%	3.6%
Other Travel*	0.7	1	0.7	0.8	0.7	0.6	0.8	0.8	0.8	0.8	-2.4%	1.3%
TOTAL	32.5	51.6	55.4	56.3	52.0	59.4	69.0	75.2	77.6	81.8	5.4%	4.3%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	1,070	1,310	1,340	1,270	1,100	1,240	1,340	1,380	1,370	1,440	4.5%	1.7%
Arts, Ent. & Rec.	470	500	560	600	450	450	500	480	630	630	0.2%	5.6%
Retail**	200	210	210	220	270	280	280	270	260	250	-4.1%	-3.3%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	1.4%	0.0%
Other Travel*	40	40	40	40	30	30	30	30	30	20	-8.9%	-4.2%
TOTAL	1,800	2,080	2,170	2,140	1,880	2,010	2,180	2,180	2,300	2,350	2.2%	1.9%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	1	2	2	2	2	3	3	3	3	3	1.4%	-0.2%
State Tax Receipts	3	5	5	6	5	6	7	7	7	8	3.3%	1.9%
TOTAL	4.1	7.2	7.4	7.6	6.3	9.2	10.3	10.3	10.5	10.8	2.7%	1.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Klamath County

Overnight Visitation

Overnight visitor volume for Klamath County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$156	\$295	\$381	\$721	2.4	1.9
Private Home	\$40	\$122	\$105	\$319	2.6	3.0
Other Overnight	\$39	\$127	\$135	\$437	3.4	3.2
All Overnight	\$61	\$170	\$178	\$481	2.9	2.7

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	727,810	703,930	743,240	282,440	280,680	296,550
Private Home	893,350	898,900	900,640	349,650	344,970	345,640
Other Overnight	1,494,680	1,468,490	1,394,380	459,910	428,450	407,300
All Overnight	3,115,840	3,071,320	3,038,260	1,092,010	1,054,110	1,049,490

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	359,460	347,870	367,960	140,400	139,810	147,960
Private Home	281,700	295,560	296,130	110,260	113,430	113,650
Other Overnight	467,340	455,610	432,350	143,590	132,740	126,100
All Overnight	1,108,510	1,099,040	1,096,450	394,250	385,980	387,710

Lake County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$99,680
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$23
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$240
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	10%

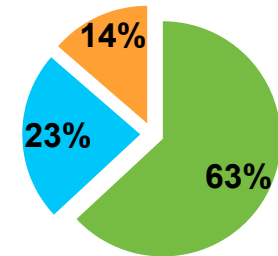
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 10% of the population is added to the amount of people in the area.

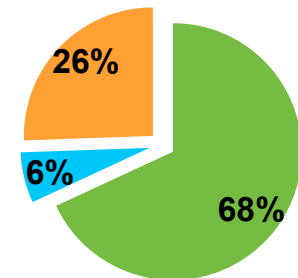
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Lake County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lake County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	10.4	14.3	14.8	15.3	12.2	17.6	20.6	20.6	20.8	21.8	▲ 5.0%	▲ 3.4%
Other	0.6	1.0	1.1	1.2	0.5	1.1	1.5	1.4	1.2	1.2	▼ -1.5%	▲ 2.9%
Visitor	9.7	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.5	20.6	▲ 5.4%	▲ 3.5%
Earnings (\$Millions)												
Earnings	2.3	3.3	3.4	3.5	3.9	4.0	4.5	4.7	4.7	4.9	▲ 5.1%	▲ 3.4%
Employment (Jobs)												
Employment	220	220	230	210	220	210	230	220	220	210	▼ -3.1%	▼ -0.2%
Tax Revenue (\$Millions)												
Total	0.3	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.8	0.8	▲ 4.7%	▲ 4.4%
Local	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▲ 7.0%	▲ 6.6%
State	0.3	0.4	0.4	0.5	0.4	0.5	0.6	0.6	0.6	0.6	▲ 3.9%	▲ 3.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Lake County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	9.7	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.5	20.6	5.4%	1.9%
Other Travel*	0.6	1.0	1.1	1.2	0.5	1.1	1.5	1.4	1.2	1.2	-1.5%	-5.3%
TOTAL	10.4	14.3	14.8	15.3	12.2	17.6	20.6	20.6	20.8	21.8	5.0%	1.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	2.9	5.3	5.4	5.5	5.7	8.5	9.2	8.9	9.4	10.1	7.7%	2.5%
Hotel, Motel**						8.0	8.3	8.0	8.3	8.7	4.8%	0.9%
STVR**						0.5	0.8	1.0	1.1	1.5	28.6%	15.1%
Private Home	1.1	1.6	1.7	1.7	1.5	2.0	2.2	2.2	2.1	2.2	2.7%	0.4%
Campground	2.2	2.1	2.2	2.3	1.8	2.0	2.3	2.5	2.4	2.4	2.3%	1.6%
Second Home	0.8	1.1	1.1	1.1	0.9	1.1	1.2	1.3	1.3	1.3	2.0%	1.3%
Day Travel	2.8	3.2	3.3	3.4	1.8	2.9	4.3	4.4	4.4	4.6	4.5%	1.9%
TOTAL	9.7	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.5	20.6	5.4%	1.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	1.7	3.1	3.1	3.2	3.4	5.0	5.4	5.2	5.4	5.8	7.1%	1.9%
Food Service	2.4	3.8	3.9	4.2	3.4	4.7	5.5	5.8	6.0	6.4	6.4%	3.9%
Food Stores	1.5	1.9	1.9	2.0	1.6	2.1	2.5	2.6	2.6	2.7	3.7%	2.0%
Local Tran. & Gas	0.8	1.1	1.2	1.2	0.8	1.3	1.7	1.6	1.5	1.5	2.4%	-2.5%
Arts, Ent. & Rec.	1.7	1.9	1.9	2.0	1.3	1.8	2.0	2.0	2.0	2.1	4.7%	1.9%
Retail Sales	1.6	1.6	1.6	1.6	1.2	1.7	2.1	2.0	2.0	2.1	2.9%	-0.1%
TOTAL	9.7	13.3	13.7	14.1	11.7	16.5	19.1	19.2	19.5	20.6	5.4%	1.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Lake County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	1	2	2	2	2	2	3	3	3	3	5.6%	2.7%
Arts, Ent. & Rec.	0.5	0.7	0.7	0.7	0.8	0.7	0.8	0.8	0.8	0.8	6.8%	0.3%
Retail**	0.4	0.5	0.6	0.6	0.8	0.8	0.9	0.9	0.9	0.9	3.2%	1.5%
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.5%	3.9%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.9%
TOTAL	2.3	3.3	3.4	3.5	3.9	4.0	4.5	4.7	4.7	4.9	5.1%	2.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	150	140	140	130	120	130	140	140	140	130	-3.9%	-1.5%
Arts, Ent. & Rec.	40	50	50	50	50	40	50	50	40	40	-2.9%	-3.8%
Retail**	30	30	30	30	30	30	30	30	30	30	0.1%	-2.3%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	1.4%	0.3%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-2.3%	-3.7%
TOTAL	220	220	230	210	220	210	230	220	220	210	-4.5%	-2.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	7.0%	1.7%
State Tax Receipts	0.3	0.4	0.4	0.5	0.4	0.5	0.6	0.6	0.6	0.6	3.9%	1.2%
TOTAL	0.3	0.6	0.6	0.6	0.6	0.7	0.8	0.8	0.8	0.8	4.7%	1.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lake County

Overnight Visitation

Overnight visitor volume for Lake County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$136	\$227	\$335	\$557	2.5	1.7
Private Home	\$27	\$69	\$69	\$177	2.6	2.6
Other Overnight	\$31	\$89	\$103	\$293	3.3	2.9
All Overnight	\$55	\$130	\$154	\$355	2.8	2.3

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	84,090	84,980	89,390	32,730	33,940	35,600
Private Home	82,740	81,760	81,910	32,990	31,960	32,020
Other Overnight	117,260	119,110	119,510	37,400	36,040	36,150
All Overnight	284,090	285,850	290,820	103,120	101,930	103,780

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	47,710	47,750	49,780	18,680	19,220	20,000
Private Home	30,880	31,800	31,860	12,310	12,430	12,450
Other Overnight	40,930	41,510	41,640	13,130	12,640	12,680
All Overnight	119,520	121,060	123,280	44,120	44,290	45,130

Lane County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$114,268
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$28
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

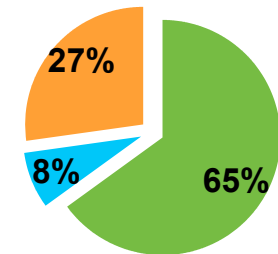
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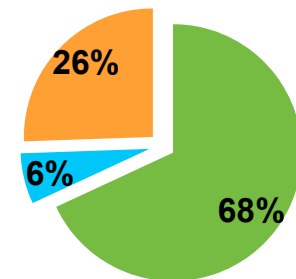
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2025 Share of Overnight Visitor Spending

Lane County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lane County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	520.5	950.8	1,024.1	1,041.1	566.0	1,063.9	1,333.3	1,320.3	1,376.3	1,389.4	▲ 0.9%	▲ 4.6%
Other	74.8	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.3	250.7	▲ 1.0%	▲ 5.7%
Visitor	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	▲ 0.9%	▲ 4.4%
Earnings (\$Millions)												
Earnings	126.2	273.7	297.6	308.4	252.9	278.0	336.3	336.3	350.2	362.0	▲ 3.4%	▲ 4.9%
Employment (Jobs)												
Employment	7,510	10,800	11,110	11,140	8,530	9,050	10,630	10,440	10,510	10,550	▲ 0.4%	▲ 1.6%
Tax Revenue (\$Millions)												
Total	18.2	39.2	41.5	42.1	30.5	43.8	52.6	52.3	54.9	55.8	▲ 1.5%	▲ 5.2%
Local	5.8	13.0	13.6	13.6	9.2	15.8	19.6	19.5	20.7	21.1	▲ 1.8%	▲ 6.0%
State	12.4	26.2	27.9	28.5	21.3	28.0	33.0	32.8	34.2	34.7	▲ 1.4%	▲ 4.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Lane County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	0.9%	2.0%
Other Travel*	74.8	225.9	258.3	258.2	151.6	205.4	281.2	249.7	248.3	250.7	1.0%	-2.8%
TOTAL	520.5	950.8	1,024.1	1,041.1	566.0	1,063.9	1,333.3	1,320.3	1,376.3	1,389.4	0.9%	1.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	157.7	315.4	332.5	338.9	189.1	393.7	492.1	497.4	539.9	542.8	0.5%	2.5%
Hotel, Motel**						316.9	412.0	414.8	439.5	446.0	1.5%	2.0%
STVR**						76.9	80.2	82.6	100.3	96.8	-3.5%	4.8%
Private Home	126.8	194.5	206.9	210.9	107.6	232.2	267.7	267.0	267.6	276.2	3.2%	0.8%
Campground	29.0	37.2	38.7	40.3	32.4	36.0	40.1	44.1	43.5	43.3	-0.5%	1.9%
Second Home	5.1	9.8	10.2	10.5	8.6	10.4	11.5	11.9	12.0	12.2	2.0%	1.7%
Day Travel	127.1	167.9	177.5	182.4	76.7	186.1	240.6	250.1	265.0	264.2	-0.3%	2.4%
TOTAL	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	0.9%	2.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	63.3	142.1	141.3	142.5	99.8	197.1	230.2	231.9	254.6	252.8	-0.7%	2.4%
Food Service	116.9	209.1	224.0	233.6	111.9	232.5	277.1	299.2	323.8	330.1	1.9%	4.5%
Food Stores	46.4	68.2	70.6	72.2	43.6	84.3	99.3	104.3	107.8	107.7	-0.1%	2.1%
Local Tran. & Gas	42.9	68.5	81.3	81.6	34.9	82.5	112.9	102.1	98.0	100.7	2.8%	-2.8%
Arts, Ent. & Rec.	70.0	90.3	94.3	95.8	48.7	94.6	107.7	112.9	117.1	118.2	1.0%	2.4%
Retail Sales	83.6	97.6	101.0	102.1	52.4	113.8	133.8	134.1	135.9	134.3	-1.1%	0.1%
Visitor Air Tran.	22.5	49.0	53.3	55.0	22.9	53.6	91.0	86.0	90.9	94.8	4.3%	1.0%
TOTAL	445.7	724.8	765.8	782.9	414.3	858.5	1,052.0	1,070.6	1,128.0	1,138.7	0.9%	2.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Lane County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	78	158	169	178	143	164	205	213	225	234	3.8%	3.3%
Arts, Ent. & Rec.	21	35	38	40	31	35	44	45	47	48	3.0%	2.2%
Retail**	16	23	24	25	24	26	29	29	30	29	-1.7%	0.5%
Ground Tran.	3	4	5	5	4	6	8	7	8	8	5.9%	1.0%
Visitor Air Tran.	1	2	2	3	3	3	3	3	3	4	10.7%	6.2%
Other Travel*	8	51	59	58	47	44	47	38	38	39	4.0%	-4.7%
TOTAL	126.2	273.7	297.6	308.4	252.9	278.0	336.3	336.3	350.2	362.0	3.4%	1.9%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	4,300	5,920	6,030	6,150	4,720	5,200	6,180	6,140	6,260	6,300	0.6%	0.5%
Arts, Ent. & Rec.	1,940	2,580	2,620	2,630	1,870	1,990	2,600	2,590	2,570	2,630	2.3%	0.3%
Retail**	780	880	890	890	800	840	870	860	850	810	-5.2%	-1.8%
Ground Tran.	140	120	130	130	120	170	180	150	150	160	7.0%	-2.7%
Visitor Air Tran.	40	50	50	50	50	50	50	50	50	60	11.3%	3.7%
Other Travel*	310	1,260	1,400	1,290	970	790	750	650	610	580	-5.1%	-6.1%
TOTAL	7,510	10,800	11,110	11,140	8,530	9,050	10,630	10,440	10,510	10,550	0.4%	-0.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6	13	14	14	9	16	20	19	21	21	1.8%	1.8%
State Tax Receipts	12	26	28	29	21	28	33	33	34	35	1.4%	1.3%
TOTAL	18.2	39.2	41.5	42.1	30.5	43.8	52.6	52.3	54.9	55.8	1.5%	1.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lane County

Overnight Visitation

Overnight visitor volume for Lane County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$307	\$571	\$703	\$1,338	2.3	1.9
Private Home	\$57	\$174	\$136	\$429	2.4	3.1
Other Overnight	\$31	\$96	\$103	\$320	3.4	3.1
All Overnight	\$112	\$296	\$280	\$750	2.5	2.7

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,903,180	3,103,920	2,963,460	1,177,440	1,279,500	1,230,270
Private Home	4,833,080	4,848,490	4,857,880	2,078,340	2,034,020	2,045,230
Other Overnight	1,293,570	1,347,860	1,322,710	406,840	401,700	394,540
All Overnight	9,029,830	9,300,270	9,144,050	3,662,620	3,715,220	3,670,050

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,418,870	1,495,600	1,441,100	571,110	614,720	595,230
Private Home	1,530,550	1,601,000	1,604,100	633,070	646,950	649,560
Other Overnight	418,170	433,510	425,650	131,710	129,420	127,180
All Overnight	3,367,580	3,530,110	3,470,850	1,335,880	1,391,090	1,371,970

Lincoln County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$92,092
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$41
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,934
Visitor Shares	
Travel Share of Total Employment	28%
Overnight-Visitor Day Share of Resident Population*	26%

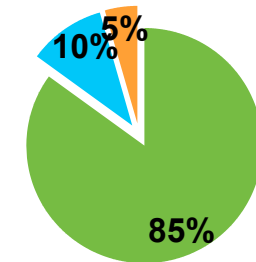
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 26% of the population is added to the amount of people in the area.

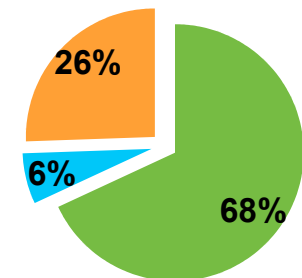
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Lincoln County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Lincoln County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	324.6	590.9	617.4	644.3	467.4	604.5	684.1	698.4	700.0	720.2	▲ 2.9%	▲ 3.7%
Other	8.8	12.2	14.0	14.2	9.1	10.2	14.6	14.7	14.4	14.1	▼ -2.5%	▲ 2.1%
Visitor	315.7	578.7	603.4	630.1	458.4	594.2	669.5	683.7	685.6	706.2	▲ 3.0%	▲ 3.7%
Earnings (\$Millions)												
Earnings	85.5	161.8	180.5	193.3	165.6	191.9	225.0	266.4	274.0	291.6	▲ 6.4%	▲ 5.7%
Employment (Jobs)												
Employment	4,690	6,120	6,470	6,650	5,330	5,920	6,580	7,720	7,630	7,710	▲ 1.1%	▲ 2.3%
Tax Revenue (\$Millions)												
Total	13.6	30.0	31.7	32.8	30.7	36.2	40.0	42.1	43.1	44.3	▲ 2.7%	▲ 5.5%
Local	6.4	13.6	14.1	14.3	14.5	17.3	18.6	18.6	19.1	19.2	▲ 0.6%	▲ 5.1%
State	7.2	16.4	17.6	18.5	16.2	18.9	21.3	23.5	24.0	25.1	▲ 4.3%	▲ 5.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Lincoln County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	315.7	578.7	603.4	630.1	458.4	594.2	669.5	683.7	685.6	706.2	3.0%	1.3%
Other Travel*	8.8	12.2	14.0	14.2	9.1	10.2	14.6	14.7	14.4	14.1	-2.5%	-0.9%
TOTAL	324.6	590.9	617.4	644.3	467.4	604.5	684.1	698.4	700.0	720.2	2.9%	1.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	167.0	373.1	390.0	408.5	325.7	423.1	464.4	474.5	481.6	493.9	2.6%	1.6%
Hotel, Motel**						290.2	311.1	319.8	331.1	343.9	3.9%	2.5%
STVR**						132.9	153.3	154.7	150.5	150.0	-0.4%	-0.5%
Private Home	16.3	22.6	23.5	24.1	31.7	31.3	25.5	25.9	25.9	26.5	2.6%	1.0%
Campground	35.1	44.6	46.4	48.3	29.6	37.4	34.5	33.6	30.0	31.3	4.4%	-2.4%
Second Home	18.0	24.6	25.5	26.1	21.3	24.4	26.7	27.7	28.1	28.7	1.9%	1.8%
Day Travel	79.4	113.8	118.1	122.9	50.0	78.1	118.3	122.1	120.0	125.7	4.8%	1.5%
TOTAL	315.7	578.7	603.4	630.1	458.4	594.2	669.5	683.7	685.6	706.2	3.0%	1.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	81.7	171.2	177.0	182.9	183.4	255.6	275.5	275.0	282.0	283.1	0.4%	0.7%
Food Service	72.0	161.5	169.5	181.2	113.5	129.6	142.9	154.2	158.3	166.5	5.2%	3.9%
Food Stores	32.7	50.0	51.1	53.2	35.9	50.2	59.3	61.7	58.5	60.7	3.7%	0.6%
Local Tran. & Gas	25.5	50.4	57.4	59.0	34.3	46.6	60.3	57.8	52.6	53.0	0.7%	-3.2%
Arts, Ent. & Rec.	51.3	74.6	76.6	79.5	44.7	53.0	60.4	63.6	65.7	70.9	7.9%	4.1%
Retail Sales	52.5	70.8	71.9	74.4	46.5	59.3	71.1	71.5	68.4	72.0	5.2%	0.3%
TOTAL	315.7	578.7	603.4	630.1	458.4	594.2	669.5	683.7	685.6	706.2	3.0%	1.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Lincoln County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	57	122	137	147	122	145	173	213	217	233	7.2%	7.7%
Arts, Ent. & Rec.	14	17	19	20	15	17	23	24	27	29	5.7%	5.9%
Retail**	11	18	19	20	23	25	24	24	23	24	2.1%	0.2%
Ground Tran.	1	3	3	3	3	2	3	3	3	3	2.2%	4.1%
Other Travel*	2	3	3	3	3	2	3	3	3	3	-3.9%	3.7%
TOTAL	85.5	161.8	180.5	193.3	165.6	191.9	225.0	266.4	274.0	291.6	6.4%	6.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,120	4,360	4,600	4,770	3,720	4,280	4,830	5,910	5,790	5,830	0.8%	4.8%
Arts, Ent. & Rec.	880	890	990	1,000	670	720	900	950	1,020	1,050	2.4%	3.9%
Retail**	590	730	740	740	810	810	740	750	720	730	1.8%	-0.5%
Ground Tran.	50	70	70	70	70	60	60	60	60	60	3.2%	0.6%
Other Travel*	60	70	80	70	60	50	50	50	50	50	-4.1%	-0.9%
TOTAL	4,690	6,120	6,470	6,650	5,330	5,920	6,580	7,720	7,630	7,710	1.0%	4.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	6	14	14	14	14	17	19	19	19	19	0.6%	0.8%
State Tax Receipts	7	16	18	19	16	19	21	23	24	25	4.3%	4.1%
TOTAL	13.6	30.0	31.7	32.8	30.7	36.2	40.0	42.1	43.1	44.3	2.7%	2.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Lincoln County

Overnight Visitation

Overnight visitor volume for Lincoln County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$260	\$492	\$636	\$1,202	2.4	1.9
Private Home	\$40	\$123	\$106	\$321	2.6	3.0
Other Overnight	\$45	\$151	\$145	\$485	3.2	3.4
All Overnight	\$119	\$296	\$323	\$785	2.7	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	3,078,180	2,914,910	2,908,060	1,169,180	1,134,480	1,133,450
Private Home	648,550	653,540	654,810	253,840	250,810	251,300
Other Overnight	1,304,670	1,276,470	1,330,320	428,120	399,550	415,010
All Overnight	5,031,400	4,844,930	4,893,180	1,851,140	1,784,850	1,799,760

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,409,990	1,347,920	1,350,220	541,390	531,530	533,080
Private Home	204,510	214,890	215,300	80,050	82,470	82,630
Other Overnight	391,970	380,480	397,330	128,230	118,780	123,610
All Overnight	2,006,470	1,943,290	1,962,860	749,670	732,780	739,320



Linn County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$86,729
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$34
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$203
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

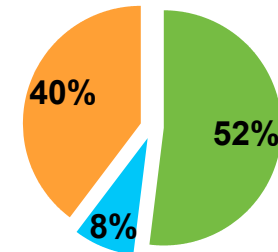
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

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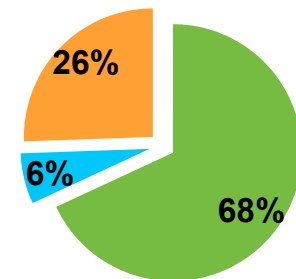
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2025 Share of Overnight Visitor Spending

Linn County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Linn County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	92.0	143.6	151.1	157.2	91.6	166.1	202.3	209.5	208.7	208.9	▲ 0.1%	▲ 3.8%
Other	10.6	15.9	18.4	18.7	8.9	16.5	23.1	21.7	19.5	19.2	▼ -1.5%	▲ 2.8%
Visitor	81.4	127.7	132.7	138.4	82.7	149.6	179.2	187.9	189.2	189.6	▲ 0.2%	▲ 3.9%
Earnings (\$Millions)												
Earnings	21.1	36.9	40.6	43.1	38.6	46.0	57.6	59.8	63.4	65.5	▲ 3.3%	▲ 5.3%
Employment (Jobs)												
Employment	1,510	1,800	1,910	1,920	1,630	1,860	2,200	2,170	2,240	2,240	▲ 0.1%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.3	6.4	6.7	7.4	5.6	8.2	9.8	10.1	10.4	10.4	▼ -0.1%	▲ 5.4%
Local	0.5	1.2	1.2	1.7	1.3	2.3	2.8	2.9	3.0	2.9	▼ -2.6%	▲ 8.7%
State	2.8	5.2	5.5	5.7	4.3	5.9	7.1	7.2	7.5	7.6	▲ 0.9%	▲ 4.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Linn County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	81.4	127.7	132.7	138.4	82.7	149.6	179.2	187.9	189.2	189.6	0.2%	1.4%
Other Travel*	10.6	15.9	18.4	18.7	8.9	16.5	23.1	21.7	19.5	19.2	-1.5%	-4.4%
TOTAL	92.0	143.6	151.1	157.2	91.6	166.1	202.3	209.5	208.7	208.9	0.1%	0.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	18.4	38.1	39.4	41.5	24.6	53.0	66.5	70.5	72.0	70.1	-2.6%	1.3%
Hotel, Motel**						47.5	61.2	64.4	65.4	62.4	-4.6%	0.5%
STVR**						5.4	5.3	6.1	6.6	7.7	16.9%	9.8%
Private Home	27.1	40.2	41.9	43.5	30.4	48.6	51.2	52.3	52.3	53.6	2.5%	1.2%
Campground	6.4	8.6	9.0	9.4	7.3	8.1	9.1	10.0	9.5	9.7	2.3%	1.6%
Second Home	1.1	1.6	1.6	1.7	1.4	1.2	1.3	1.4	1.4	1.4	1.9%	1.8%
Day Travel	28.4	39.2	40.7	42.4	19.1	38.7	51.1	53.7	54.1	54.8	1.4%	1.8%
TOTAL	81.4	127.7	132.7	138.4	82.7	149.6	179.2	187.9	189.2	189.6	0.2%	1.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.7	19.9	20.2	21.3	15.6	29.2	35.1	36.8	37.6	36.8	-2.2%	1.2%
Food Service	22.6	40.4	42.3	44.8	24.5	44.8	53.4	58.2	60.6	61.8	2.1%	3.7%
Food Stores	10.6	15.8	16.1	16.8	11.6	18.4	21.5	22.7	22.7	23.1	1.6%	1.8%
Local Tran. & Gas	7.8	12.9	14.6	14.9	7.1	15.4	20.8	20.1	18.7	18.2	-2.7%	-3.2%
Arts, Ent. & Rec.	14.1	17.9	18.3	18.9	10.9	18.5	21.0	22.3	22.3	22.6	1.2%	1.8%
Retail Sales	17.7	20.9	21.2	21.8	13.1	23.4	27.5	27.8	27.2	27.1	-0.3%	-0.3%
TOTAL	81.4	127.7	132.7	138.4	82.7	149.6	179.2	187.9	189.2	189.6	0.2%	1.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Linn County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	12	24	27	28	24	27	34	35	37	39	5.5%	3.5%
Arts, Ent. & Rec.	4	6	6	7	6	10	13	13	15	15	3.2%	4.9%
Retail**	4	5	6	6	7	7	8	9	9	8	-1.4%	0.5%
Ground Tran.	0.4	0.7	0.8	0.8	0.6	0.8	0.9	1	1	1	-6.7%	3.5%
Other Travel*	1	0.8	0.9	1	1	1	2	2	2	2	-10.4%	-2.2%
TOTAL	21.1	36.9	40.6	43.1	38.6	46.0	57.6	59.8	63.4	65.5	3.3%	3.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	870	1,120	1,200	1,220	1,010	1,060	1,270	1,240	1,250	1,280	2.4%	0.2%
Arts, Ent. & Rec.	380	390	410	400	300	470	570	580	640	630	-2.3%	2.5%
Retail**	200	230	230	240	250	260	280	270	270	260	-4.0%	-2.2%
Ground Tran.	20	20	20	20	20	20	20	20	20	20	-5.9%	0.0%
Other Travel*	60	40	40	50	50	50	60	60	50	50	-0.4%	-3.3%
TOTAL	1,510	1,800	1,910	1,920	1,630	1,860	2,200	2,170	2,240	2,240	0.0%	0.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.5	1	1	2	1	2	3	3	3	3	-2.6%	1.1%
State Tax Receipts	3	5	5	6	4	6	7	7	7	8	0.9%	1.6%
TOTAL	3.3	6.4	6.7	7.4	5.6	8.2	9.8	10.1	10.4	10.4	-0.1%	1.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Linn County

Overnight Visitation

Overnight visitor volume for Linn County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$140	\$233	\$344	\$573	2.5	1.7
Private Home	\$40	\$104	\$104	\$266	2.6	2.6
Other Overnight	\$38	\$117	\$130	\$401	3.4	3.1
All Overnight	\$62	\$144	\$162	\$374	2.6	2.3

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	606,150	599,560	573,260	236,780	240,770	229,680
Private Home	1,312,010	1,321,770	1,324,330	523,140	516,640	517,640
Other Overnight	290,600	291,390	292,610	89,160	84,730	85,080
All Overnight	2,208,770	2,212,730	2,190,210	849,080	842,140	832,400

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	349,230	343,220	325,650	137,010	138,660	131,370
Private Home	489,630	514,170	515,160	195,230	200,970	201,360
Other Overnight	94,660	94,470	94,860	29,140	27,560	27,680
All Overnight	933,520	951,850	935,660	361,370	367,190	360,410

Malheur County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$93,747
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$343
Visitor Shares	
Travel Share of Total Employment	4%
Overnight-Visitor Day Share of Resident Population*	6%

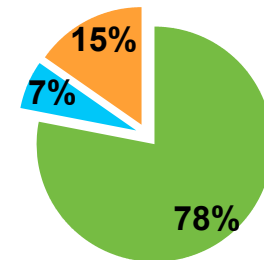
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

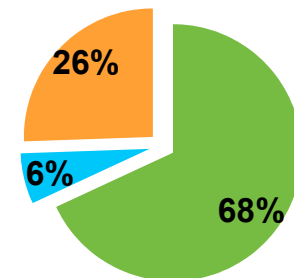
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Malheur County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Malheur County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	35.6	45.6	45.1	46.8	34.2	52.8	68.0	66.4	66.7	67.9	▲ 1.8%	▲ 3.0%
Other	2.7	3.9	4.4	4.5	2.1	4.0	5.6	5.3	4.8	4.7	▼ -1.5%	▲ 2.5%
Visitor	32.9	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.9	63.2	▲ 2.1%	▲ 3.0%
Earnings (\$Millions)												
Earnings	9.7	13.1	13.5	14.2	14.4	15.6	19.5	19.9	20.6	20.8	▲ 1.2%	▲ 3.5%
Employment (Jobs)												
Employment	660	620	600	600	580	590	710	690	680	680	▼ -0.1%	▲ 0.2%
Tax Revenue (\$Millions)												
Total	1.3	2.5	2.4	2.5	2.3	3.0	3.7	3.6	3.7	3.7	▲ 1.1%	▲ 4.7%
Local	0.4	0.9	0.9	0.9	0.9	1.3	1.6	1.5	1.5	1.5	▲ 1.5%	▲ 6.4%
State	1.0	1.5	1.5	1.6	1.4	1.7	2.1	2.1	2.1	2.1	▲ 0.8%	▲ 3.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Malheur County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	32.9	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.9	63.2	2.1%	0.3%
Other Travel*	2.7	3.9	4.4	4.5	2.1	4.0	5.6	5.3	4.8	4.7	-1.5%	-4.5%
TOTAL	35.6	45.6	45.1	46.8	34.2	52.8	68.0	66.4	66.7	67.9	1.8%	0.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	16.4	23.7	22.4	23.3	20.3	32.0	41.2	39.4	40.1	41.0	2.3%	-0.1%
Hotel, Motel**						30.5	40.5	38.6	39.2	39.8	1.5%	-0.5%
STVR**						1.5	0.7	0.8	1.0	1.3	31.2%	15.1%
Private Home	4.8	6.3	6.4	6.6	5.3	7.2	7.6	7.8	7.8	8.0	2.8%	1.4%
Campground	2.7	3.7	3.9	4.0	2.4	2.6	2.9	3.2	3.1	3.0	-3.7%	0.6%
Second Home	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.4	2.1%	2.0%
Day Travel	8.8	7.7	7.6	7.9	3.8	6.6	10.2	10.2	10.4	10.6	2.5%	1.2%
TOTAL	32.9	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.9	63.2	2.1%	0.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	12.8	11.9	12.4	11.2	17.5	22.1	20.7	21.0	21.3	1.6%	-0.9%
Food Service	8.5	11.2	11.2	11.8	9.2	13.8	17.8	18.3	19.1	19.8	3.7%	2.7%
Food Stores	3.8	4.5	4.5	4.7	3.0	4.2	5.0	5.2	5.2	5.3	1.1%	1.2%
Local Tran. & Gas	2.4	3.0	3.2	3.3	2.2	3.6	5.0	4.7	4.4	4.4	0.2%	-3.3%
Arts, Ent. & Rec.	6.2	5.9	5.7	5.9	4.1	6.0	7.6	7.6	7.7	7.8	2.0%	0.6%
Retail Sales	4.9	4.2	4.1	4.2	2.4	3.7	4.7	4.6	4.5	4.6	0.5%	-1.0%
TOTAL	32.9	41.7	40.6	42.3	32.1	48.8	62.4	61.1	61.9	63.2	2.1%	0.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Malheur County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	7	9	10	10	10	11	14	14	15	15	0.7%	2.2%
Arts, Ent. & Rec.	2	2	2	2	2	2	3	3	3	3	4.1%	-0.9%
Retail**	1	1	1	1	1	2	2	2	2	2	2.3%	1.5%
Ground Tran.	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	-2.3%	2.1%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.4	0.4	-1.7%	2.2%
TOTAL	9.7	13.1	13.5	14.2	14.4	15.6	19.5	19.9	20.6	20.8	1.2%	1.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	410	410	430	420	400	420	500	500	510	510	-0.1%	0.3%
Arts, Ent. & Rec.	170	130	100	100	110	90	120	110	100	100	3.1%	-4.3%
Retail**	60	50	50	50	60	60	60	60	60	60	-4.0%	-3.3%
Ground Tran.	10	10	10	10	10	10	10	10	10	10	-1.4%	-1.4%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-10.7%	-4.8%
TOTAL	660	620	600	600	580	590	710	690	680	680	0.0%	-1.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.9	0.9	0.9	0.9	1	2	1	2	2	1.5%	-1.0%
State Tax Receipts	1.0	2	2	2	1	2	2	2	2	2	0.8%	0.6%
TOTAL	1.3	2.5	2.4	2.5	2.3	3.0	3.7	3.6	3.7	3.7	1.1%	-0.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Malheur County

Overnight Visitation

Overnight visitor volume for Malheur County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$125	\$208	\$306	\$509	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$46	\$137	\$155	\$463	3.4	3.0
All Overnight	\$71	\$149	\$183	\$378	2.6	2.1

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	350,900	343,050	343,380	138,130	139,150	139,180
Private Home	319,720	322,430	323,050	127,480	126,030	126,270
Other Overnight	77,510	79,460	75,970	24,070	23,390	22,400
All Overnight	748,130	744,940	742,400	289,690	288,570	287,850

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	208,830	203,000	202,690	82,310	82,510	82,350
Private Home	119,320	125,420	125,670	47,580	49,020	49,120
Other Overnight	25,800	26,350	25,260	8,050	7,800	7,480
All Overnight	353,960	354,770	353,610	137,940	139,330	138,950

Marion County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$107,379
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$30
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$214
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	5%

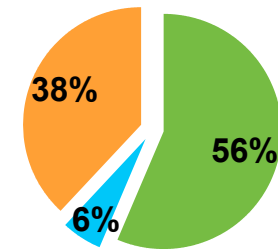
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

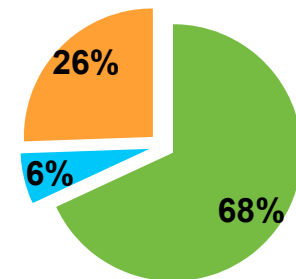
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Marion County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Marion County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	255.8	415.5	429.3	454.8	236.1	462.5	534.5	551.7	560.2	584.0	▲ 4.2%	▲ 3.8%
Other	31.6	52.6	60.4	61.5	32.0	48.7	68.0	65.1	61.9	59.7	▼ -3.5%	▲ 2.9%
Visitor	224.2	363.0	368.9	393.3	204.1	413.8	466.5	486.5	498.3	524.3	▲ 5.2%	▲ 3.9%
Earnings (\$Millions)												
Earnings	61.5	111.9	119.0	125.0	105.7	110.5	138.1	151.8	156.4	165.0	▲ 5.5%	▲ 4.6%
Employment (Jobs)												
Employment	3,730	4,720	4,760	4,910	3,970	4,030	4,850	4,910	4,980	5,070	▲ 1.9%	▲ 1.4%
Tax Revenue (\$Millions)												
Total	9.6	19.2	19.7	20.7	14.4	20.2	24.0	25.0	25.9	27.1	▲ 4.9%	▲ 4.8%
Local	1.9	4.5	4.4	4.8	3.2	5.3	6.5	6.7	7.1	7.6	▲ 7.8%	▲ 6.6%
State	7.8	14.8	15.3	15.9	11.2	14.9	17.5	18.2	18.8	19.5	▲ 3.8%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Marion County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	224.2	363.0	368.9	393.3	204.1	413.8	466.5	486.5	498.3	524.3	5.2%	3.0%
Other Travel*	31.6	52.6	60.4	61.5	32.0	48.7	68.0	65.1	61.9	59.7	-3.5%	-3.2%
TOTAL	255.8	415.5	429.3	454.8	236.1	462.5	534.5	551.7	560.2	584.0	4.2%	2.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	62.7	132.0	132.2	143.8	74.1	149.3	188.1	199.3	209.0	227.1	8.7%	4.8%
Hotel, Motel**						135.4	173.8	183.2	191.8	208.8	8.8%	4.7%
STVR**						13.9	14.3	16.0	17.2	18.3	6.7%	6.4%
Private Home	80.6	118.6	121.7	128.0	68.2	139.0	145.7	148.0	149.7	153.2	2.4%	1.3%
Campground	13.4	18.9	19.7	20.5	15.3	17.0	18.9	20.8	18.9	18.2	-3.7%	-1.0%
Second Home	2.8	4.1	4.3	4.4	3.6	3.8	4.2	4.3	4.4	4.5	1.9%	2.0%
Day Travel	64.5	89.4	91.0	96.5	42.9	104.7	109.6	114.1	116.3	121.3	4.3%	2.6%
TOTAL	224.2	363.0	368.9	393.3	204.1	413.8	466.5	486.5	498.3	524.3	5.2%	3.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	28.9	67.6	67.1	73.0	45.8	83.5	101.1	105.7	110.7	119.2	7.7%	4.2%
Food Service	61.8	112.8	115.5	125.0	59.4	124.4	136.7	148.2	156.4	167.1	6.8%	5.1%
Food Stores	28.0	42.4	42.5	44.8	26.2	50.0	55.0	57.6	57.9	59.4	2.6%	2.0%
Local Tran. & Gas	20.9	35.3	39.0	40.7	16.5	39.8	51.2	49.3	46.8	48.2	3.1%	-1.5%
Arts, Ent. & Rec.	37.8	48.7	48.9	51.4	25.7	51.1	53.3	56.2	56.9	59.6	4.7%	2.8%
Retail Sales	46.8	56.1	55.9	58.4	30.5	64.9	69.2	69.4	68.8	70.5	2.5%	0.5%
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	0.3	-62.5%	0.0%
TOTAL	224.2	363.0	368.9	393.3	204.1	413.8	466.5	486.5	498.3	524.3	5.2%	3.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Marion County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	36	75	79	82	69	76	96	104	108	113	4.7%	4.1%
Arts, Ent. & Rec.	11	15	17	18	14	13	16	18	17	20	16.6%	4.8%
Retail**	9	14	14	15	15	16	17	18	18	18	2.4%	1.4%
Ground Tran.	1	2	2	2	2	2	2	3	3	3	0.9%	5.8%
Visitor Air Tran.		0.0	0.0	0.0	0.0	0.0	0.0	1.0	1	2	19.1%	0.0%
Other Travel*	4	6	7	7	6	4	6	9	9	9	-1.2%	12.0%
TOTAL	61.5	111.9	119.0	125.0	105.7	110.5	138.1	151.8	156.4	165.0	5.5%	4.5%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	2,200	2,980	3,000	3,000	2,470	2,590	3,100	3,170	3,210	3,240	1.0%	1.1%
Arts, Ent. & Rec.	840	950	950	1,090	770	750	970	960	990	1,050	6.4%	2.0%
Retail**	450	530	530	550	500	520	550	530	520	520	-0.6%	-1.4%
Ground Tran.	50	50	50	60	40	50	50	50	50	50	1.8%	2.2%
Visitor Air Tran.		<10	<10	<10	<10	<10	<10	10	10	10	19.7%	0.0%
Other Travel*	180	210	220	220	200	130	170	190	190	180	-1.9%	1.8%
TOTAL	3,730	4,720	4,760	4,910	3,970	4,030	4,850	4,910	4,980	5,070	1.8%	1.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	2	4	4	5	3	5	6	7	7	8	7.8%	4.2%
State Tax Receipts	8	15	15	16	11	15	18	18	19	20	3.8%	2.7%
TOTAL	9.6	19.2	19.7	20.7	14.4	20.2	24.0	25.0	25.9	27.1	4.9%	3.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Marion County

Overnight Visitation

Overnight visitor volume for Marion County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$161	\$305	\$394	\$746	2.4	1.9
Private Home	\$40	\$121	\$104	\$315	2.6	3.0
Other Overnight	\$51	\$167	\$172	\$561	3.4	3.3
All Overnight	\$68	\$182	\$179	\$472	2.6	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,476,110	1,494,370	1,590,120	578,030	601,350	640,330
Private Home	3,777,400	3,844,140	3,851,580	1,479,340	1,475,280	1,478,140
Other Overnight	471,350	458,310	443,080	147,620	136,440	132,090
All Overnight	5,724,870	5,796,820	5,884,780	2,205,000	2,213,070	2,250,570

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	750,410	756,820	806,820	295,000	306,180	326,570
Private Home	1,191,150	1,263,970	1,266,420	466,370	485,080	486,020
Other Overnight	145,830	140,640	135,850	45,560	41,770	40,400
All Overnight	2,087,380	2,161,420	2,209,090	806,930	833,030	852,990

Morrow County

Direct Travel Impact Insights, 2025

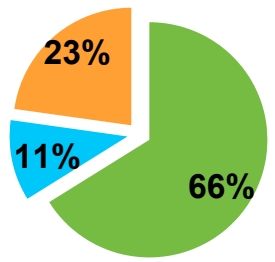
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$73,532
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$213
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	6%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 6% of the population is added to the amount of people in the area.

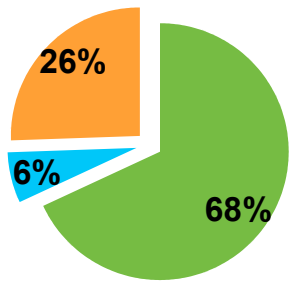
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Morrow County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Morrow County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	10.8	15.8	16.5	17.1	9.2	14.1	18.2	17.8	17.9	18.6	▲ 4.0%	▲ 2.5%
Other	1.0	1.4	1.6	1.7	0.8	1.6	2.2	2.0	1.8	1.8	▼ -1.5%	▲ 2.7%
Visitor	9.8	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.1	16.8	▲ 4.6%	▲ 2.5%
Earnings (\$Millions)												
Earnings	2.7	4.1	4.7	5.2	4.5	5.0	6.0	5.9	6.0	6.2	▲ 3.8%	▲ 3.9%
Employment (Jobs)												
Employment	200	190	220	250	200	220	260	250	240	230	▼ -2.4%	▲ 0.7%
Tax Revenue (\$Millions)												
Total	0.3	0.7	0.7	0.8	0.6	0.8	0.9	0.9	0.9	0.9	▲ 3.1%	▲ 5.1%
Local	0.0	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▲ 4.4%	▲ 34.4%
State	0.3	0.5	0.6	0.6	0.5	0.6	0.7	0.7	0.7	0.7	▲ 2.6%	▲ 3.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Morrow County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	9.8	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.1	16.8	4.6%	1.2%
Other Travel*	1.0	1.4	1.6	1.7	0.8	1.6	2.2	2.0	1.8	1.8	-1.5%	-4.7%
TOTAL	10.8	15.8	16.5	17.1	9.2	14.1	18.2	17.8	17.9	18.6	4.0%	0.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	4.5	7.9	8.1	8.5	3.9	6.4	8.5	8.0	8.4	8.9	5.8%	1.1%
Hotel, Motel**						6.0	8.0	7.6	7.9	8.4	5.9%	1.2%
STVR**						0.4	0.5	0.4	0.5	0.5	4.3%	-0.9%
Private Home	1.8	2.3	2.4	2.5	2.1	2.8	2.9	3.0	3.0	3.1	2.8%	1.1%
Campground	0.5	0.7	0.7	0.8	0.6	0.7	0.8	0.9	0.8	0.8	2.2%	1.4%
Second Home	0.4	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.6	0.6	2.1%	1.9%
Day Travel	2.5	2.9	3.0	3.1	1.3	2.1	3.2	3.2	3.3	3.4	4.3%	1.3%
TOTAL	9.8	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.1	16.8	4.6%	1.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	2.0	4.1	4.2	4.3	2.2	3.6	4.6	4.4	4.6	4.8	4.3%	1.2%
Food Service	2.5	4.0	4.1	4.4	2.7	3.8	4.9	5.0	5.2	5.5	6.2%	3.0%
Food Stores	1.2	1.5	1.6	1.6	1.0	1.4	1.6	1.6	1.7	1.7	3.3%	1.0%
Local Tran. & Gas	0.8	1.2	1.3	1.3	0.7	1.1	1.6	1.4	1.3	1.4	2.3%	-3.1%
Arts, Ent. & Rec.	1.7	2.0	2.1	2.1	1.0	1.5	1.9	1.9	1.9	2.0	5.3%	1.4%
Retail Sales	1.5	1.5	1.5	1.6	0.8	1.1	1.5	1.4	1.4	1.4	2.4%	-1.0%
TOTAL	9.8	14.4	14.8	15.4	8.4	12.5	16.1	15.7	16.1	16.8	4.6%	1.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Morrow County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	2	3	3	4	3	4	4	4	4	5	3.7%	1.5%
Arts, Ent. & Rec.	0.6	0.7	0.8	0.8	0.6	0.6	0.8	0.8	0.7	0.8	7.4%	-0.2%
Retail**	0.4	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	2.6%	0.3%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1%	2.9%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.2%
TOTAL	2.7	4.1	4.7	5.2	4.5	5.0	6.0	5.9	6.0	6.2	3.8%	1.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	130	130	160	180	150	170	200	190	190	180	-3.9%	-2.8%
Arts, Ent. & Rec.	30	40	40	40	30	30	40	30	30	30	5.0%	-2.6%
Retail**	30	20	20	20	20	10	20	20	20	20	0.5%	-0.7%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	1.1%	-0.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-2.5%	0.5%
TOTAL	200	190	220	250	200	220	260	250	240	230	-4.2%	-3.0%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.0	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	4.4%	0.0%
State Tax Receipts	0.3	0.5	0.6	0.6	0.5	0.6	0.7	0.7	0.7	0.7	2.6%	0.5%
TOTAL	0.3	0.7	0.7	0.8	0.6	0.8	0.9	0.9	0.9	0.9	3.1%	0.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Morrow County

Overnight Visitation

Overnight visitor volume for Morrow County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$121	\$201	\$296	\$493	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$24	\$70	\$80	\$230	3.3	2.9
All Overnight	\$51	\$117	\$137	\$308	2.7	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	75,110	73,950	77,200	29,570	29,980	31,270
Private Home	122,740	123,320	123,560	48,940	48,200	48,300
Other Overnight	59,280	60,580	60,790	18,850	18,280	18,340
All Overnight	257,140	257,850	261,550	97,360	96,460	97,910

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	44,720	43,670	45,480	17,630	17,750	18,470
Private Home	45,810	47,970	48,070	18,260	18,750	18,790
Other Overnight	20,570	21,010	21,080	6,580	6,380	6,400
All Overnight	111,100	112,660	114,630	42,470	42,880	43,660

Multnomah County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$162,364
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$32
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$8
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	4%

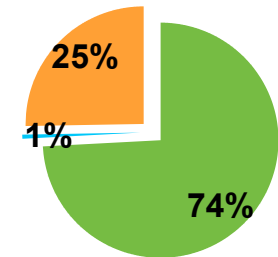
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

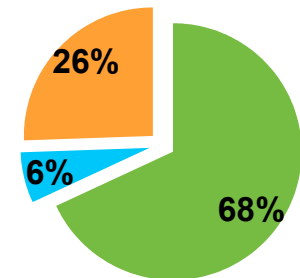
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Multnomah County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Multnomah County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	1,987.7	3,972.4	4,165.4	4,381.2	1,630.8	2,854.2	4,117.3	4,205.8	4,274.6	4,251.1	▼ -0.5%	▲ 3.5%
Other	664.2	1,217.4	1,294.5	1,432.2	480.5	882.8	1,464.7	1,403.6	1,403.9	1,307.1	▼ -6.9%	▲ 3.1%
Visitor	1,323.5	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,652.5	2,802.2	2,870.8	2,944.0	▲ 2.6%	▲ 3.7%
Earnings (\$Millions)												
Earnings	481.7	999.7	1,079.6	1,152.4	823.3	868.4	1,087.9	1,210.9	1,278.9	1,332.3	▲ 4.2%	▲ 4.7%
Employment (Jobs)												
Employment	16,930	23,010	23,750	23,920	16,660	17,060	20,030	21,260	21,550	21,840	▲ 1.3%	▲ 1.2%
Tax Revenue (\$Millions)												
Total	81.0	198.5	207.0	212.4	114.5	149.8	183.1	216.6	221.5	227.9	▲ 2.9%	▲ 4.8%
Local	44.2	114.0	117.2	118.0	51.9	76.3	92.7	119.2	119.9	123.5	▲ 2.9%	▲ 4.8%
State	36.7	84.4	89.8	94.4	62.6	73.5	90.4	97.4	101.5	104.5	▲ 2.9%	▲ 4.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Multnomah County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	1,323.5	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,652.5	2,802.2	2,870.8	2,944.0	2.6%	2.6%
Other Travel*	664.2	1,217.4	1,294.5	1,432.2	480.5	882.8	1,464.7	1,403.6	1,403.9	1,307.1	-6.9%	-2.8%
TOTAL	1,987.7	3,972.4	4,165.4	4,381.2	1,630.8	2,854.2	4,117.3	4,205.8	4,274.6	4,251.1	-0.5%	0.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	807.9	1,839.5	1,914.1	1,963.6	708.8	1,257.5	1,679.0	1,827.7	1,868.7	1,923.5	2.9%	3.5%
Hotel, Motel**						1,106.1	1,530.7	1,683.8	1,724.6	1,789.1	3.7%	4.0%
STVR**						151.4	148.3	143.9	144.1	134.4	-6.7%	-2.4%
Private Home	325.3	598.3	625.8	643.1	298.3	453.4	648.7	635.9	649.7	656.8	1.1%	0.3%
Campground	10.9	14.0	14.6	15.2	12.6	7.9	9.6	9.9	9.6	9.7	0.7%	0.3%
Second Home	3.1	4.7	4.9	5.0	3.8	4.8	5.3	5.4	5.6	5.8	3.5%	2.5%
Day Travel	176.3	298.5	311.6	322.2	126.9	247.8	310.1	323.2	337.1	348.2	3.3%	2.9%
TOTAL	1,323.5	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,652.5	2,802.2	2,870.8	2,944.0	2.6%	2.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	254.2	723.8	741.0	747.2	274.2	495.4	625.0	660.5	662.1	667.0	0.7%	1.6%
Food Service	242.9	544.4	574.6	607.1	266.1	428.8	530.2	589.2	615.3	655.5	6.5%	5.4%
Food Stores	45.2	79.2	81.0	83.4	50.4	83.4	97.6	102.7	103.3	106.1	2.7%	2.1%
Local Tran. & Gas	165.2	300.0	322.9	326.2	172.1	242.7	288.4	348.7	342.4	361.4	5.5%	5.8%
Arts, Ent. & Rec.	90.8	141.7	146.0	149.9	41.4	63.6	86.5	101.2	129.7	146.6	13.1%	14.1%
Retail Sales	152.6	223.8	228.3	233.6	114.2	183.8	220.5	226.3	225.3	229.4	1.8%	1.0%
Visitor Air Tran.	372.5	742.3	777.2	801.6	231.8	473.8	804.2	773.5	792.7	778.1	-1.8%	-0.8%
TOTAL	1,323.5	2,755.0	2,870.8	2,949.0	1,150.3	1,971.4	2,652.5	2,802.2	2,870.8	2,944.0	2.6%	2.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Multnomah County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	175	429	467	493	296	323	457	510	535	551	2.8%	4.7%
Arts, Ent. & Rec.	25	46	49	52	37	38	50	50	53	56	4.5%	3.0%
Retail**	24	43	45	47	45	46	50	51	53	53	1.0%	1.5%
Ground Tran.	21	34	36	39	38	36	38	51	53	57	8.3%	10.9%
Visitor Air Tran.	81	163	175	177	151	155	172	192	208	232	11.5%	7.7%
Other Travel*	155	285	307	345	256	271	321	356	377	384	1.9%	4.6%
TOTAL	481.7	999.7	1,079.6	1,152.4	823.3	868.4	1,087.9	1,210.9	1,278.9	1,332.3	4.2%	5.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	8,660	13,700	14,090	14,000	8,610	9,010	11,600	12,440	12,550	12,480	-0.6%	1.9%
Arts, Ent. & Rec.	840	1,170	1,170	1,230	800	810	1,150	1,130	1,170	1,170	0.4%	0.5%
Retail**	970	1,320	1,330	1,310	1,180	1,180	1,200	1,190	1,180	1,150	-2.3%	-1.0%
Ground Tran.	930	980	980	1,020	1,090	990	880	1,130	1,120	1,190	6.3%	7.9%
Visitor Air Tran.	1,810	2,000	2,110	2,100	1,770	1,790	1,750	1,810	1,910	2,140	12.0%	5.1%
Other Travel*	3,720	3,830	4,070	4,260	3,200	3,290	3,460	3,560	3,620	3,710	2.3%	1.7%
TOTAL	16,930	23,010	23,750	23,920	16,660	17,060	20,030	21,260	21,550	21,840	1.3%	2.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	44	114	117	118	52	76	93	119	120	123	2.9%	7.4%
State Tax Receipts	37	84	90	94	63	74	90	97	102	104	2.9%	3.7%
TOTAL	81.0	198.5	207.0	212.4	114.5	149.8	183.1	216.6	221.5	227.9	2.9%	5.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Multnomah County

Overnight Visitation

Overnight visitor volume for Multnomah County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$343	\$697	\$715	\$1,494	2.1	2.1
Private Home	\$121	\$375	\$226	\$731	1.9	3.2
Other Overnight	\$21	\$72	\$62	\$213	2.9	3.4
All Overnight	\$203	\$510	\$418	\$1,087	2.1	2.6

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	7,374,390	7,090,630	6,973,330	3,204,270	3,192,930	3,173,340
Private Home	5,378,310	5,420,530	5,431,030	2,843,440	2,815,320	2,911,100
Other Overnight	354,590	369,470	366,760	126,860	125,640	124,900
All Overnight	13,107,290	12,880,630	12,771,120	6,174,580	6,133,890	6,209,330

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	3,397,980	3,262,400	3,228,320	1,466,020	1,456,430	1,453,030
Private Home	1,664,750	1,748,450	1,751,840	852,760	878,250	899,140
Other Overnight	104,660	108,470	107,610	37,090	36,560	36,320
All Overnight	5,167,380	5,119,330	5,087,760	2,355,870	2,371,240	2,388,500

Polk County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$76,173
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$42
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$3
Local & State Tax Revenues Generated per County Household	\$227
Visitor Shares	
Travel Share of Total Employment	9%
Overnight-Visitor Day Share of Resident Population*	4%

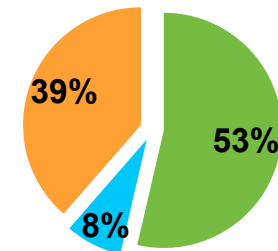
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

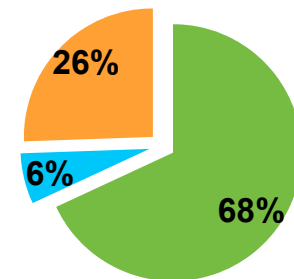
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Polk County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Polk County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	128.5	177.8	178.2	183.7	81.2	182.0	222.2	233.1	234.9	238.1	▲ 1.4%	▲ 2.8%
Other	5.7	10.6	12.3	12.5	5.9	11.4	15.8	14.8	13.4	13.2	▼ -1.5%	▲ 3.9%
Visitor	122.8	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.6	225.0	▲ 1.5%	▲ 2.8%
Earnings (\$Millions)												
Earnings	39.2	51.2	55.7	59.9	55.2	65.1	85.5	87.7	94.3	96.4	▲ 2.3%	▲ 4.2%
Employment (Jobs)												
Employment	2,010	2,190	2,380	2,470	2,100	2,420	2,990	2,910	2,960	2,980	▲ 0.8%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.0	4.7	5.0	5.2	4.2	5.7	7.1	7.2	7.6	7.7	▲ 1.3%	▲ 4.4%
Local	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -2.7%	N/A
State	3.0	4.6	4.9	5.1	4.1	5.6	7.0	7.1	7.5	7.6	▲ 1.4%	▲ 4.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Polk County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	122.8	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.6	225.0	1.5%	2.2%
Other Travel*	5.7	10.6	12.3	12.5	5.9	11.4	15.8	14.8	13.4	13.2	-1.5%	-4.6%
TOTAL	128.5	177.8	178.2	183.7	81.2	182.0	222.2	233.1	234.9	238.1	1.4%	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	14.1	25.4	18.3	19.0	7.4	23.1	28.5	30.9	32.4	32.3	-0.6%	3.1%
Hotel, Motel**						18.5	23.6	25.3	26.6	26.0	-2.0%	2.4%
STVR**						4.6	4.9	5.6	5.9	6.2	5.9%	6.3%
Private Home	10.3	16.8	17.6	18.2	12.6	21.3	22.3	22.6	22.7	23.3	2.6%	1.1%
Campground	2.9	3.9	4.1	4.3	3.6	4.0	4.5	4.9	4.6	4.5	-2.6%	0.0%
Second Home	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.3	2.0%	1.8%
Day Travel	95.4	120.7	125.5	129.3	51.3	122.1	150.8	159.5	161.6	164.7	1.9%	2.2%
TOTAL	122.8	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.6	225.0	1.5%	2.2%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	8.6	17.4	9.9	10.1	6.0	13.5	15.7	16.7	17.4	17.2	-0.6%	2.3%
Food Service	20.6	34.5	36.5	38.4	16.6	37.8	45.6	49.5	51.8	53.3	2.8%	3.9%
Food Stores	8.9	13.3	13.6	14.0	8.2	15.7	18.8	19.8	19.9	20.2	1.1%	1.8%
Local Tran. & Gas	5.0	7.6	8.7	8.8	3.6	8.9	11.9	11.6	11.0	10.9	-0.7%	-2.3%
Arts, Ent. & Rec.	76.7	90.6	93.4	95.8	38.3	90.1	109.0	115.5	116.3	118.3	1.6%	2.1%
Retail Sales	3.1	3.8	3.9	4.0	2.6	4.8	5.2	5.2	5.2	5.2	-0.2%	-0.1%
TOTAL	122.8	167.2	165.9	171.1	75.3	170.7	206.3	218.3	221.6	225.0	1.5%	2.2%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Polk County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	12	23	25	28	28	38	49	49	50	51	1.5%	1.2%
Arts, Ent. & Rec.	25	25	27	28	23	23	32	34	38	40	3.7%	5.9%
Retail**	2	3	3	3	3	3	4	4	4	4	0.3%	1.7%
Ground Tran.	0.3	0.5	0.6	0.6	0.4	0.6	0.7	0.8	0.9	0.9	-2.8%	5.3%
Other Travel*	0.3	0.5	0.5	0.6	0.6	0.6	0.8	0.8	0.9	0.9	-1.7%	1.3%
TOTAL	39.2	51.2	55.7	59.9	55.2	65.1	85.5	87.7	94.3	96.4	2.3%	3.1%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	880	1,060	1,100	1,170	1,110	1,440	1,800	1,750	1,770	1,760	-0.4%	-0.5%
Arts, Ent. & Rec.	990	970	1,110	1,130	840	830	1,030	990	1,030	1,060	2.9%	0.8%
Retail**	100	120	120	120	110	110	120	120	120	120	-0.3%	0.0%
Ground Tran.	10	10	10	10	10	10	10	10	20	20	-1.8%	1.7%
Other Travel*	30	30	30	30	30	30	30	30	30	30	2.0%	-2.2%
TOTAL	2,010	2,190	2,380	2,470	2,100	2,420	2,990	2,910	2,960	2,980	0.7%	-0.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts		0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-2.7%	1.4%
State Tax Receipts	3	5	5	5	4	6	7	7	7	8	1.4%	2.1%
TOTAL	3.0	4.7	5.0	5.2	4.2	5.7	7.1	7.2	7.6	7.7	1.3%	2.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Polk County

Overnight Visitation

Overnight visitor volume for Polk County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$134	\$222	\$328	\$545	2.5	1.7
Private Home	\$26	\$67	\$67	\$172	2.6	2.6
Other Overnight	\$50	\$155	\$172	\$533	3.4	3.1
All Overnight	\$47	\$111	\$122	\$286	2.6	2.4

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	306,740	311,680	301,760	118,850	123,810	119,720
Private Home	882,930	890,240	891,960	352,050	347,960	348,640
Other Overnight	100,660	98,710	95,110	30,770	28,600	27,570
All Overnight	1,290,330	1,300,630	1,288,840	501,670	500,380	495,930

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	170,660	171,990	165,800	66,610	69,000	66,460
Private Home	329,500	346,300	346,970	131,380	135,360	135,620
Other Overnight	32,570	31,790	30,660	9,980	9,240	8,910
All Overnight	532,730	550,080	543,430	207,970	213,590	210,990

Tillamook County

Direct Travel Impact Insights, 2025

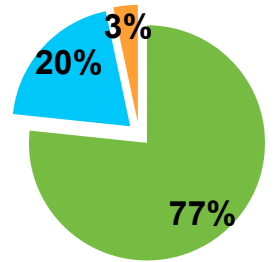
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$130,770
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$1,420
Visitor Shares	
Travel Share of Total Employment	15%
Overnight-Visitor Day Share of Resident Population*	24%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 24% of the population is added to the amount of people in the area.

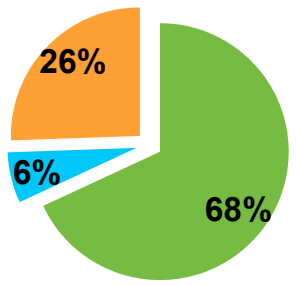
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2025 Share of Overnight Visitor Spending

Tillamook County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Tillamook County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	129.0	232.7	241.7	249.4	113.6	205.1	280.8	294.1	301.7	300.6	▼ -0.4%	▲ 3.9%
Other	2.1	3.4	3.9	3.9	1.9	3.5	4.9	4.5	4.0	4.0	▼ -1.5%	▲ 2.9%
Visitor	126.9	229.3	237.8	245.5	111.8	201.5	275.9	289.6	297.7	296.7	▼ -0.3%	▲ 3.9%
Earnings (\$Millions)												
Earnings	36.1	77.2	82.9	92.2	71.5	86.4	93.2	101.4	105.9	117.4	▲ 10.9%	▲ 5.5%
Employment (Jobs)												
Employment	1,720	2,210	2,180	2,350	1,700	2,000	2,090	2,190	2,180	2,270	▲ 4.2%	▲ 1.3%
Tax Revenue (\$Millions)												
Total	3.3	9.4	10.4	11.4	9.5	13.2	14.6	15.0	16.0	16.6	▲ 4.0%	▲ 7.6%
Local	0.6	3.3	4.0	4.5	4.3	6.3	6.9	6.9	7.5	7.6	▲ 1.5%	▲ 12.2%
State	2.7	6.1	6.4	6.9	5.2	6.9	7.7	8.1	8.5	9.0	▲ 6.3%	▲ 5.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Tillamook County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	126.9	229.3	237.8	245.5	111.8	201.5	275.9	289.6	297.7	296.7	-0.3%	1.8%
Other Travel*	2.1	3.4	3.9	3.9	1.9	3.5	4.9	4.5	4.0	4.0	-1.5%	-5.1%
TOTAL	129.0	232.7	241.7	249.4	113.6	205.1	280.8	294.1	301.7	300.6	-0.4%	1.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	24.9	83.3	86.1	88.4	50.6	112.0	131.2	134.9	145.3	150.0	3.2%	3.4%
Hotel, Motel**						10.6	11.6	12.1	11.7	13.3	13.0%	3.5%
STVR**						101.4	119.6	122.8	133.6	136.7	2.4%	3.4%
Private Home	3.8	5.4	5.7	5.8	4.7	6.0	6.6	6.6	6.6	6.7	2.6%	0.7%
Campground	25.9	33.7	35.1	36.5	20.1	22.3	25.7	28.4	26.0	20.5	-21.2%	-5.5%
Second Home	10.0	14.1	14.6	15.0	12.4	15.4	17.5	18.2	18.3	18.7	2.1%	1.6%
Day Travel	62.3	92.8	96.4	99.8	23.9	45.9	95.0	101.6	101.5	100.7	-0.8%	1.5%
TOTAL	126.9	229.3	237.8	245.5	111.8	201.5	275.9	289.6	297.7	296.7	-0.3%	1.8%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	17.4	51.0	52.5	53.4	48.0	91.1	99.6	99.9	109.1	110.5	1.3%	2.7%
Food Service	34.2	68.6	71.8	75.7	22.9	40.5	66.9	74.2	75.6	75.5	-0.1%	3.1%
Food Stores	18.9	28.3	28.8	29.8	14.8	23.6	32.2	34.9	34.1	32.5	-4.7%	0.2%
Local Tran. & Gas	8.5	15.0	16.9	17.2	5.8	11.6	18.2	18.0	16.6	16.0	-3.2%	-3.2%
Arts, Ent. & Rec.	23.0	35.1	35.9	36.9	9.6	15.0	27.4	29.8	30.7	31.5	2.6%	3.6%
Retail Sales	25.0	31.4	31.8	32.5	10.6	19.9	31.7	32.8	31.6	30.6	-3.1%	-0.9%
TOTAL	126.9	229.3	237.8	245.5	111.8	201.5	275.9	289.6	297.7	296.7	-0.3%	1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Tillamook County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	23	57	62	71	55	68	76	83	88	98	12.1%	6.6%
Arts, Ent. & Rec.	6	10	10	11	8	9	7	8	8	9	15.1%	5.6%
Retail**	6	9	9	10	7	8	9	9	9	9	-1.6%	0.7%
Ground Tran.	0.5	1	1	1	0.6	0.8	1	1	1	1	-3.1%	4.5%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	6.2%	-0.4%
TOTAL	36.1	77.2	82.9	92.2	71.5	86.4	93.2	101.4	105.9	117.4	10.9%	6.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	980	1,400	1,420	1,510	1,120	1,320	1,460	1,520	1,540	1,630	5.4%	2.8%
Arts, Ent. & Rec.	370	390	350	410	300	350	310	340	330	350	8.4%	3.0%
Retail**	340	380	380	380	260	300	290	290	280	270	-6.6%	-2.2%
Ground Tran.	20	30	30	30	10	20	20	20	20	20	-2.2%	0.9%
Other Travel*	10	10	10	10	10	10	<10	<10	<10	<10	-3.5%	-4.0%
TOTAL	1,720	2,210	2,180	2,350	1,700	2,000	2,090	2,190	2,180	2,270	4.1%	2.1%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.6	3	4	4	4	6	7	7	8	8	1.5%	2.7%
State Tax Receipts	3	6	6	7	5	7	8	8	8	9	6.3%	4.0%
TOTAL	3.3	9.4	10.4	11.4	9.5	13.2	14.6	15.0	16.0	16.6	4.0%	3.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Tillamook County

Overnight Visitation

Overnight visitor volume for Tillamook County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$1,788	\$2,974	\$4,386	\$7,295	2.5	1.7
Private Home	\$25	\$64	\$63	\$163	2.6	2.6
Other Overnight	\$34	\$93	\$109	\$297	3.2	2.7
All Overnight	\$83	\$227	\$247	\$666	3.0	2.7

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	913,940	911,650	910,130	326,400	326,280	326,150
Private Home	273,560	272,030	272,560	109,070	106,330	106,530
Other Overnight	1,262,440	1,271,480	1,164,770	409,100	391,470	361,030
All Overnight	2,449,930	2,455,160	2,347,460	844,570	824,080	793,720

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	335,070	332,420	333,830	120,480	119,960	120,700
Private Home	102,090	105,820	106,020	40,710	41,360	41,440
Other Overnight	452,980	457,130	423,770	147,620	141,550	132,040
All Overnight	890,140	895,370	863,620	308,800	302,870	294,180

Umatilla County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$78,613
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$36
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$401
Visitor Shares	
Travel Share of Total Employment	7%
Overnight-Visitor Day Share of Resident Population*	7%

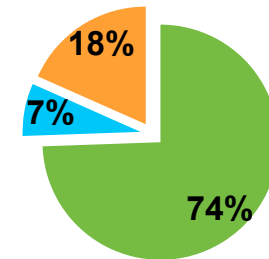
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

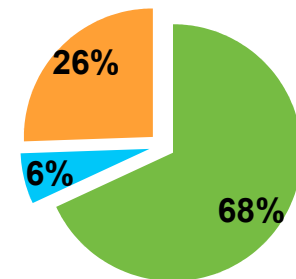
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Umatilla County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Umatilla County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	114.9	164.5	175.1	180.1	116.2	175.6	238.5	235.3	236.3	250.6	▲ 6.1%	▲ 3.6%
Other	8.0	11.8	13.0	13.8	6.5	11.1	16.1	14.7	13.1	13.7	▲ 4.3%	▲ 2.5%
Visitor	106.9	152.8	162.1	166.2	109.7	164.4	222.4	220.6	223.1	236.9	▲ 6.2%	▲ 3.7%
Earnings (\$Millions)												
Earnings	31.3	53.4	58.5	61.7	55.4	61.3	75.3	78.3	81.5	86.6	▲ 6.3%	▲ 4.7%
Employment (Jobs)												
Employment	2,060	2,520	2,600	2,710	2,210	2,430	2,800	2,870	2,960	3,050	▲ 3.1%	▲ 1.8%
Tax Revenue (\$Millions)												
Total	3.9	7.3	7.7	8.0	6.8	8.4	10.7	10.5	10.8	11.5	▲ 6.0%	▲ 5.0%
Local	0.8	1.8	1.8	1.9	1.8	2.2	3.1	2.9	3.0	3.2	▲ 8.4%	▲ 6.6%
State	3.1	5.5	5.9	6.1	5.0	6.2	7.7	7.6	7.9	8.2	▲ 5.0%	▲ 4.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Umatilla County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	106.9	152.8	162.1	166.2	109.7	164.4	222.4	220.6	223.1	236.9	6.2%	1.6%
Other Travel*	8.0	11.8	13.0	13.8	6.5	11.1	16.1	14.7	13.1	13.7	4.3%	-3.9%
TOTAL	114.9	164.5	175.1	180.1	116.2	175.6	238.5	235.3	236.3	250.6	6.1%	1.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	41.4	73.5	79.2	81.9	55.9	92.1	122.0	117.7	119.7	129.7	8.3%	1.5%
Hotel, Motel**						88.4	118.3	113.0	113.6	121.3	6.7%	0.6%
STVR**						3.7	3.7	4.8	6.1	8.4	37.7%	23.1%
Private Home	18.9	25.7	26.8	26.9	25.1	28.8	30.3	30.8	31.3	31.7	1.3%	1.2%
Campground	4.9	6.3	6.5	6.8	6.3	7.0	7.7	8.5	8.0	7.9	-1.2%	0.3%
Second Home	2.5	3.4	3.5	3.6	3.0	4.1	4.5	4.7	4.7	4.8	2.1%	1.9%
Day Travel	39.2	43.9	46.1	47.0	19.4	32.5	57.9	58.9	59.4	62.8	5.8%	2.1%
TOTAL	106.9	152.8	162.1	166.2	109.7	164.4	222.4	220.6	223.1	236.9	6.2%	1.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.4	38.3	40.0	41.6	31.7	49.9	62.8	59.9	61.2	66.3	8.3%	1.3%
Food Service	26.7	42.2	45.0	46.8	32.9	48.2	66.1	68.5	71.1	76.6	7.8%	3.8%
Food Stores	10.5	13.9	14.2	14.5	9.6	12.5	16.6	17.2	17.2	17.9	4.3%	2.0%
Local Tran. & Gas	10.2	14.9	17.3	17.4	9.8	17.0	25.8	23.6	21.7	22.5	3.6%	-3.4%
Arts, Ent. & Rec.	24.0	25.8	26.7	27.0	15.0	21.6	30.8	31.4	31.4	33.1	5.6%	1.9%
Retail Sales	16.4	17.1	17.6	17.7	10.3	14.4	19.3	18.9	18.4	19.1	3.8%	-0.2%
Visitor Air Tran.	0.8	0.6	1.2	1.1	0.4	0.9	1.0	1.1	2.2	1.4	-34.8%	8.2%
TOTAL	106.9	152.8	162.1	166.2	109.7	164.4	222.4	220.6	223.1	236.9	6.2%	1.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.



Umatilla County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.	20	38	42	45	41	45	56	59	62	66	7.4%	4.2%
Arts, Ent. & Rec.	6	9	9	9	6	8	10	10	10	11	7.7%	2.6%
Retail**	4	5	5	5	6	6	7	7	7	7	3.3%	0.8%
Ground Tran.	0.5	0.8	0.9	0.9	0.9	0.8	1	1	1	0.8	-35.1%	-7.4%
Visitor Air Tran.	0.2	0.2	0.4	0.3	0.3	0.5	0.4	0.5	0.8	0.6	-30.3%	10.0%
Other Travel*	0.9	1	1	1	1	1	1	1	1	1	25.4%	0.6%
TOTAL	31.3	53.4	58.5	61.7	55.4	61.3	75.3	78.3	81.5	86.6	6.3%	3.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.	1,210	1,570	1,650	1,670	1,440	1,530	1,810	1,850	1,900	1,940	2.3%	1.8%
Arts, Ent. & Rec.	590	680	680	750	480	600	710	740	800	860	6.8%	4.9%
Retail**	180	190	190	200	210	210	210	200	190	190	0.6%	-1.7%
Ground Tran.	20	20	20	20	20	20	20	20	20	10	-34.4%	-10.6%
Visitor Air Tran.	10	10	10	10	10	10	10	10	10	10	-29.9%	7.4%
Other Travel*	60	60	60	60	50	40	40	40	40	40	9.2%	-2.4%
TOTAL	2,060	2,520	2,600	2,710	2,210	2,430	2,800	2,870	2,960	3,050	3.0%	2.2%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.8	2	2	2	2	2	3	3	3	3	8.4%	1.3%
State Tax Receipts	3	6	6	6	5	6	8	8	8	8	5.0%	1.9%
TOTAL	3.9	7.3	7.7	8.0	6.8	8.4	10.7	10.5	10.8	11.5	6.0%	1.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Umatilla County

Overnight Visitation

Overnight visitor volume for Umatilla County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$141	\$235	\$347	\$577	2.5	1.7
Private Home	\$39	\$101	\$101	\$259	2.6	2.6
Other Overnight	\$45	\$129	\$148	\$422	3.3	2.8
All Overnight	\$84	\$176	\$217	\$451	2.6	2.1

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	954,860	930,430	992,490	375,110	376,180	400,480
Private Home	798,740	803,110	804,660	318,480	313,910	314,520
Other Overnight	282,840	286,180	282,230	90,140	86,610	85,490
All Overnight	2,036,440	2,019,720	2,079,390	783,730	776,700	800,490

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	563,410	544,710	577,290	221,800	220,980	233,920
Private Home	298,080	312,410	313,010	118,850	122,110	122,350
Other Overnight	98,580	99,800	98,580	31,610	30,390	30,050
All Overnight	960,080	956,910	988,880	372,260	373,480	386,310



Union County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$77,546
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$272
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	7%

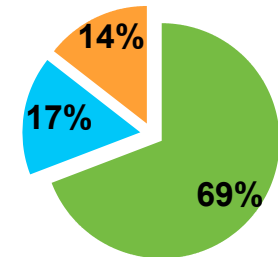
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 7% of the population is added to the amount of people in the area.

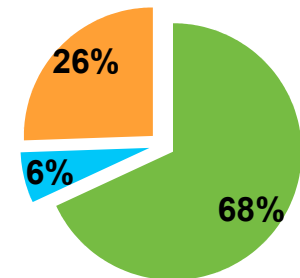
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Union County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Union County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	28.9	35.2	36.8	38.0	24.0	41.1	53.0	53.2	53.2	58.5	▲ 10.1%	▲ 3.3%
Other	2.1	3.3	3.8	3.9	1.8	3.3	4.6	4.3	3.8	3.8	▼ -1.5%	▲ 2.7%
Visitor	26.8	31.9	33.0	34.1	22.2	37.7	48.4	48.9	49.3	54.7	▲ 11.0%	▲ 3.3%
Earnings (\$Millions)												
Earnings	9.3	12.3	14.3	15.4	14.1	16.4	19.3	21.0	21.3	22.3	▲ 4.6%	▲ 4.1%
Employment (Jobs)												
Employment	610	610	660	670	560	610	710	710	700	720	▲ 2.5%	▲ 0.7%
Tax Revenue (\$Millions)												
Total	1.1	1.8	1.9	2.0	1.6	2.2	2.6	2.6	2.7	2.9	▲ 8.4%	▲ 4.3%
Local	0.4	0.6	0.6	0.6	0.5	0.8	0.9	0.9	0.9	1.0	▲ 15.0%	▲ 4.8%
State	0.8	1.2	1.3	1.3	1.1	1.4	1.7	1.7	1.8	1.9	▲ 5.0%	▲ 4.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.



Union County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	26.8	31.9	33.0	34.1	22.2	37.7	48.4	48.9	49.3	54.7	11.0%	3.1%
Other Travel*	2.1	3.3	3.8	3.9	1.8	3.3	4.6	4.3	3.8	3.8	-1.5%	-4.9%
TOTAL	28.9	35.2	36.8	38.0	24.0	41.1	53.0	53.2	53.2	58.5	10.1%	2.5%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	12.2	13.7	14.1	14.6	9.4	19.0	26.3	25.9	26.6	31.1	17.0%	4.3%
Hotel, Motel**						17.0	23.3	22.0	22.3	26.0	16.8%	2.8%
STVR**						2.0	3.1	3.9	4.3	5.1	17.9%	13.6%
Private Home	3.8	5.4	5.6	5.7	3.8	5.9	6.2	6.3	6.3	6.5	2.8%	0.9%
Campground	3.8	5.8	6.1	6.3	5.3	5.9	6.6	7.3	6.9	6.9	-0.5%	1.0%
Second Home	0.3	0.5	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.6	2.1%	1.9%
Day Travel	6.6	6.5	6.7	7.0	3.3	6.4	8.6	8.8	8.9	9.7	8.2%	2.8%
TOTAL	26.8	31.9	33.0	34.1	22.2	37.7	48.4	48.9	49.3	54.7	11.0%	3.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	5.7	8.0	8.2	8.4	6.3	11.4	15.0	14.7	14.9	17.1	14.9%	3.5%
Food Service	6.8	8.8	9.2	9.7	6.5	11.0	14.0	14.6	15.2	17.0	11.6%	5.0%
Food Stores	3.5	4.5	4.6	4.8	3.2	4.6	5.5	5.9	5.8	6.1	4.5%	2.5%
Local Tran. & Gas	2.0	2.4	2.7	2.8	1.5	2.9	4.0	3.8	3.6	3.8	7.1%	-1.5%
Arts, Ent. & Rec.	4.9	4.5	4.6	4.7	2.8	4.5	5.7	5.8	5.8	6.5	11.4%	3.0%
Retail Sales	3.9	3.6	3.6	3.7	2.0	3.3	4.1	4.1	4.0	4.3	6.2%	0.8%
TOTAL	26.8	31.9	33.0	34.1	22.2	37.7	48.4	48.9	49.3	54.7	11.0%	3.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Union County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	7	9	10	11	10	12	14	16	16	17	6.2%	4.7%
Arts, Ent. & Rec.	2	2	2	2	2	2	3	3	3	3	-3.9%	-1.0%
Retail**	1.0	1	1	1	1	2	2	2	2	2	3.9%	1.8%
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	6.3%	4.9%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	2.5%	0.7%
TOTAL	9.3	12.3	14.3	15.4	14.1	16.4	19.3	21.0	21.3	22.3	4.6%	3.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	360	360	400	410	350	390	430	440	440	470	7.0%	2.2%
Arts, Ent. & Rec.	190	190	200	190	130	140	190	180	180	160	-7.8%	-3.3%
Retail**	50	50	50	50	60	60	60	60	60	60	1.0%	0.0%
Ground Tran.	10	10	<10	10	<10	<10	10	10	10	10	7.3%	1.3%
Other Travel*	10	10	10	10	10	10	20	20	10	10	-5.3%	-5.3%
TOTAL	610	610	660	670	560	610	710	710	700	720	2.9%	0.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	0.6	0.6	0.6	0.5	0.8	0.9	0.9	0.9	1	15.0%	3.6%
State Tax Receipts	0.8	1	1	1	1	1	2	2	2	2	5.0%	2.3%
TOTAL	1.1	1.8	1.9	2.0	1.6	2.2	2.6	2.6	2.7	2.9	8.4%	2.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.



Union County

Overnight Visitation

Overnight visitor volume for Union County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$139	\$231	\$341	\$567	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$48	\$149	\$166	\$507	3.4	3.1
All Overnight	\$65	\$148	\$176	\$391	2.7	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	241,020	240,360	274,470	93,470	95,530	109,140
Private Home	258,860	260,000	260,500	103,210	101,620	101,820
Other Overnight	156,740	157,340	154,200	48,230	45,890	44,990
All Overnight	656,620	657,700	689,180	244,910	243,040	255,950

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	134,620	132,850	151,970	52,570	53,310	61,010
Private Home	96,600	101,140	101,330	38,520	39,530	39,610
Other Overnight	51,320	51,290	50,310	15,850	15,020	14,740
All Overnight	282,550	285,280	303,610	106,940	107,860	115,350

Wallowa County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$46,962
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$63
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Local & State Tax Revenues Generated per County Household	\$667
Visitor Shares	
Travel Share of Total Employment	15%
Overnight-Visitor Day Share of Resident Population*	16%

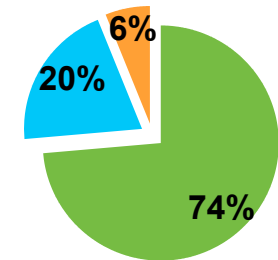
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

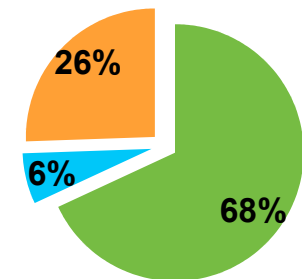
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Wallowa County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wallowa County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	20.4	30.9	32.0	33.2	12.4	26.8	35.4	36.1	36.2	39.8	▲ 9.9%	▲ 3.1%
Other	0.6	0.9	1.0	1.0	0.5	1.0	1.4	1.3	1.1	1.1	▼ -1.5%	▲ 2.7%
Visitor	19.8	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.1	38.7	▲ 10.3%	▲ 3.1%
Earnings (\$Millions)												
Earnings	6.5	12.8	14.5	14.3	13.3	16.8	19.3	21.4	21.1	24.4	▲ 15.5%	▲ 6.2%
Employment (Jobs)												
Employment	500	630	670	630	560	670	720	790	770	830	▲ 6.8%	▲ 2.3%
Tax Revenue (\$Millions)												
Total	0.7	1.3	1.4	1.4	1.0	1.6	1.9	2.0	2.0	2.2	▲ 12.4%	▲ 5.6%
Local	0.2	0.4	0.4	0.4	0.2	0.4	0.6	0.6	0.6	0.7	▲ 11.4%	▲ 5.2%
State	0.5	0.9	1.0	1.0	0.8	1.1	1.3	1.4	1.4	1.6	▲ 12.9%	▲ 5.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Wallowa County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	19.8	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.1	38.7	10.3%	3.3%
Other Travel*	0.6	0.9	1.0	1.0	0.5	1.0	1.4	1.3	1.1	1.1	-1.5%	-5.2%
TOTAL	20.4	30.9	32.0	33.2	12.4	26.8	35.4	36.1	36.2	39.8	9.9%	3.0%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	6.7	13.8	14.1	14.7	4.3	15.6	19.6	19.5	20.1	22.8	13.5%	3.9%
Hotel, Motel**						10.5	14.2	13.6	14.1	15.2	7.9%	1.6%
STVR**						5.2	5.3	5.9	6.0	7.6	26.5%	9.3%
Private Home	1.1	1.5	1.5	1.5	1.3	1.7	1.8	1.9	1.8	1.9	2.8%	0.6%
Campground	5.4	6.8	7.1	7.4	3.5	3.9	4.4	4.8	4.6	4.8	4.6%	2.2%
Second Home	1.1	1.4	1.4	1.5	1.3	1.3	1.4	1.5	1.5	1.5	2.1%	1.3%
Day Travel	5.6	6.5	6.8	7.0	1.5	3.2	6.8	7.1	7.1	7.7	8.5%	3.1%
TOTAL	19.8	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.1	38.7	10.3%	3.3%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	3.9	8.4	8.5	8.8	3.9	10.0	11.8	11.6	11.9	13.5	12.9%	3.3%
Food Service	4.9	8.0	8.3	8.8	3.0	6.6	9.3	10.0	10.3	11.4	10.6%	5.1%
Food Stores	3.1	4.0	4.1	4.2	1.9	2.9	3.6	3.9	3.8	4.1	7.4%	3.1%
Local Tran. & Gas	1.4	2.0	2.3	2.4	0.7	1.7	2.6	2.5	2.3	2.5	6.5%	-1.4%
Arts, Ent. & Rec.	3.6	4.4	4.5	4.7	1.2	2.7	3.8	3.9	3.9	4.3	8.8%	3.1%
Retail Sales	3.0	3.1	3.2	3.3	1.0	2.0	2.9	2.9	2.8	3.0	7.0%	1.1%
TOTAL	19.8	30.0	30.9	32.2	11.9	25.8	34.1	34.8	35.1	38.7	10.3%	3.3%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Wallowa County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	4	9	11	10	9	12	14	16	16	19	16.4%	7.2%
Arts, Ent. & Rec.	1	2	2	2	3	3	3	4	3	4	15.6%	2.6%
Retail**	1	1	1	1	0.9	1	1	1	1	1	6.9%	2.5%
Ground Tran.	0.1	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2	4.7%	4.7%
Other Travel*	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	-1.7%	-0.7%
TOTAL	6.5	12.8	14.5	14.3	13.3	16.8	19.3	21.4	21.1	24.4	15.5%	6.0%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	340	410	420	390	320	400	450	500	520	540	5.2%	4.7%
Arts, Ent. & Rec.	100	170	200	200	210	230	230	250	220	240	11.2%	1.2%
Retail**	50	50	40	40	30	30	30	30	30	30	4.0%	0.0%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	5.7%	1.1%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-8.0%	-0.9%
TOTAL	500	630	670	630	560	670	720	790	770	830	7.8%	3.6%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.2	0.4	0.4	0.4	0.2	0.4	0.6	0.6	0.6	0.7	11.4%	2.6%
State Tax Receipts	0.5	0.9	1	1	0.8	1	1	1	1	2	12.9%	4.5%
TOTAL	0.7	1.3	1.4	1.4	1.0	1.6	1.9	2.0	2.0	2.2	12.4%	3.9%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wallowa County

Overnight Visitation

Overnight visitor volume for Wallowa County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$164	\$273	\$403	\$670	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$41	\$119	\$136	\$392	3.3	2.9
All Overnight	\$73	\$167	\$202	\$451	2.8	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	182,740	178,400	197,670	69,920	70,060	77,390
Private Home	76,570	75,050	75,200	30,530	29,340	29,390
Other Overnight	150,370	151,670	154,140	47,740	45,670	46,370
All Overnight	409,690	405,120	427,000	148,190	145,060	153,160

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	96,110	94,610	103,700	37,180	37,650	41,180
Private Home	28,570	29,190	29,250	11,390	11,410	11,430
Other Overnight	52,060	52,400	53,180	16,630	15,880	16,100
All Overnight	176,750	176,200	186,140	65,200	64,940	68,720

Wasco County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$60,900
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$51
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$6
Visitor Shares	
Travel Share of Total Employment	11%
Overnight-Visitor Day Share of Resident Population*	11%

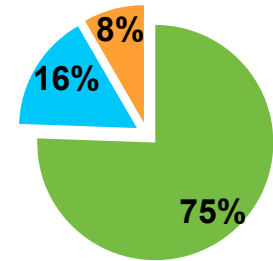
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 11% of the population is added to the amount of people in the area.

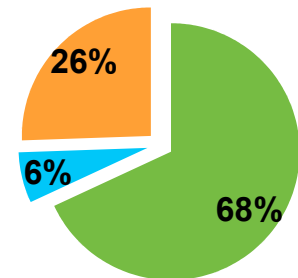
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Wasco County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wasco County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	71.4	122.3	122.3	105.1	62.9	78.4	102.6	106.6	107.7	110.2	▲ 2.3%	▲ 2.0%
Other	2.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	3.9	3.8	▼ -1.5%	▲ 2.9%
Visitor	69.4	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.8	106.4	▲ 2.5%	▲ 2.0%
Earnings (\$Millions)												
Earnings	21.2	42.7	44.2	39.7	34.2	36.8	46.1	49.7	50.9	54.4	▲ 6.9%	▲ 4.4%
Employment (Jobs)												
Employment	1,350	1,880	1,840	1,600	1,260	1,310	1,590	1,680	1,680	1,750	▲ 4.3%	▲ 1.2%
Tax Revenue (\$Millions)												
Total	2.0	4.8	4.8	4.5	4.4	4.7	5.5	5.8	5.9	6.0	▲ 3.1%	▲ 5.2%
Local	0.4	1.3	1.2	1.3	1.6	1.7	1.8	1.9	1.9	1.9	▼ -0.3%	▲ 7.4%
State	1.6	3.5	3.6	3.2	2.7	3.0	3.7	3.9	4.0	4.2	▲ 4.7%	▲ 4.5%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Wasco County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	69.4	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.8	106.4	2.5%	2.1%
Other Travel*	2.0	3.4	3.8	3.9	1.8	3.4	4.7	4.3	3.9	3.8	-1.5%	-4.8%
TOTAL	71.4	122.3	122.3	105.1	62.9	78.4	102.6	106.6	107.7	110.2	2.3%	1.8%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	30.7	64.4	63.3	45.7	36.6	42.4	48.0	49.8	51.3	52.7	2.8%	2.4%
Hotel, Motel**						37.3	43.3	44.4	46.0	46.8	1.6%	1.9%
STVR**						5.1	4.7	5.5	5.2	5.9	13.2%	6.1%
Private Home	3.7	5.5	5.5	5.8	4.3	5.4	5.7	5.7	5.7	5.8	2.6%	0.8%
Campground	6.9	9.1	9.5	9.9	6.8	7.6	8.5	9.3	8.8	8.6	-2.2%	0.3%
Second Home	1.3	2.1	2.2	2.2	1.8	2.3	2.5	2.6	2.7	2.7	2.0%	1.8%
Day Travel	26.9	37.8	37.9	37.7	11.6	17.4	33.2	34.8	35.4	36.5	3.2%	2.4%
TOTAL	69.4	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.8	106.4	2.5%	2.1%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	18.2	39.1	37.4	26.0	24.4	28.7	31.3	32.0	32.3	32.5	0.7%	0.9%
Food Service	16.7	31.6	32.3	30.2	15.3	18.8	26.7	29.1	30.7	32.3	5.0%	4.8%
Food Stores	7.2	10.8	10.8	10.5	6.2	7.8	10.6	11.4	11.4	11.6	2.0%	2.2%
Local Tran. & Gas	4.3	7.2	7.9	7.1	3.9	5.5	8.4	8.2	7.7	7.8	0.9%	-1.9%
Arts, Ent. & Rec.	12.0	16.9	16.9	15.0	5.6	6.5	8.8	9.4	9.6	9.9	3.5%	3.1%
Retail Sales	11.1	13.4	13.2	12.5	5.7	7.7	12.0	12.2	12.1	12.2	1.5%	0.5%
TOTAL	69.4	119.0	118.4	101.2	61.1	75.0	97.9	102.3	103.8	106.4	2.5%	2.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Wasco County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	15	31	33	29	26	29	36	40	41	43	5.5%	4.3%
Arts, Ent. & Rec.	4	7	7	7	4	4	6	6	6	7	21.8%	5.2%
Retail**	2	3	3	3	3	3	3	4	4	4	1.5%	1.7%
Ground Tran.	0.3	0.6	0.6	0.5	0.5	0.4	0.5	0.6	0.6	0.6	-0.6%	5.1%
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	-1.7%	-0.3%
TOTAL	21.2	42.7	44.2	39.7	34.2	36.8	46.1	49.7	50.9	54.4	6.9%	4.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	910	1,210	1,170	980	860	890	1,090	1,150	1,140	1,160	1.9%	1.7%
Arts, Ent. & Rec.	310	510	510	480	260	290	380	400	410	470	12.4%	5.3%
Retail**	100	130	120	120	110	110	110	110	110	110	-1.2%	-0.3%
Ground Tran.	10	20	10	10	10	10	10	10	10	10	0.3%	1.5%
Other Travel*	10	10	10	10	10	10	10	10	10	10	-5.8%	-3.7%
TOTAL	1,350	1,880	1,840	1,600	1,260	1,310	1,590	1,680	1,680	1,750	4.2%	2.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.4	1	1	1	2	2	2	2	2	2	-0.3%	0.6%
State Tax Receipts	2	4	4	3	3	3	4	4	4	4	4.7%	2.9%
TOTAL	2.0	4.8	4.8	4.5	4.4	4.7	5.5	5.8	5.9	6.0	3.1%	2.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wasco County

Overnight Visitation

Overnight visitor volume for Wasco County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$144	\$240	\$354	\$588	2.5	1.7
Private Home	\$22	\$57	\$56	\$145	2.6	2.6
Other Overnight	\$17	\$49	\$56	\$163	3.4	2.9
All Overnight	\$68	\$153	\$188	\$409	2.7	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	401,660	403,860	415,230	156,610	162,190	166,560
Private Home	262,740	264,480	264,990	104,760	103,370	103,570
Other Overnight	350,330	354,280	341,500	109,920	105,470	101,830
All Overnight	1,014,730	1,022,610	1,021,720	371,290	371,040	371,960

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	229,580	231,230	236,790	89,970	93,420	95,590
Private Home	98,050	102,880	103,080	39,100	40,210	40,290
Other Overnight	118,790	119,930	115,940	37,480	35,920	34,780
All Overnight	446,430	454,040	455,810	166,540	169,550	170,660

Washington County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$98,044
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$40
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$7
Local & State Tax Revenues Generated per County Household	\$243
Visitor Shares	
Travel Share of Total Employment	2%
Overnight-Visitor Day Share of Resident Population*	4%

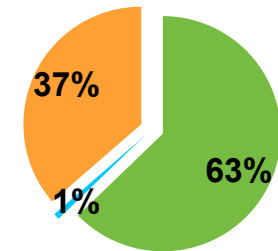
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 4% of the population is added to the amount of people in the area.

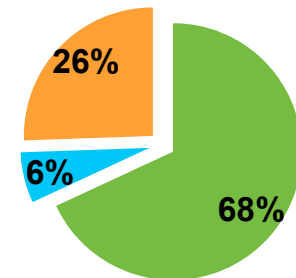
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Washington County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Washington County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	427.6	828.8	863.7	894.3	418.7	710.7	885.2	966.2	996.7	1,008.0	▲ 1.1%	▲ 4.0%
Other	80.9	131.6	143.0	145.2	82.9	106.6	148.3	153.5	138.8	145.9	▲ 5.2%	▲ 2.7%
Visitor	346.7	697.2	720.7	749.1	335.7	604.1	736.9	812.8	857.9	862.1	▲ 0.5%	▲ 4.2%
Earnings (\$Millions)												
Earnings	113.4	255.9	273.4	286.6	224.6	240.5	317.2	351.4	361.1	379.3	▲ 5.0%	▲ 5.6%
Employment (Jobs)												
Employment	5,390	8,640	8,750	8,750	6,660	6,920	8,480	9,090	9,200	9,430	▲ 2.4%	▲ 2.6%
Tax Revenue (\$Millions)												
Total	16.3	45.4	47.0	49.0	29.9	40.0	50.1	54.9	57.0	56.4	▼ -1.0%	▲ 5.8%
Local	3.7	16.8	17.2	18.1	8.7	13.2	17.0	19.7	20.3	19.0	▼ -6.6%	▲ 7.7%
State	12.6	28.6	29.9	31.0	21.2	26.8	33.1	35.2	36.6	37.4	▲ 2.0%	▲ 5.1%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Washington County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	346.7	697.2	720.7	749.1	335.7	604.1	736.9	812.8	857.9	862.1	0.5%	4.0%
Other Travel*	80.9	131.6	143.0	145.2	82.9	106.6	148.3	153.5	138.8	145.9	5.2%	-0.4%
TOTAL	427.6	828.8	863.7	894.3	418.7	710.7	885.2	966.2	996.7	1,008.0	1.1%	3.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	125.3	333.5	347.5	364.2	145.6	257.4	351.5	410.9	441.7	426.5	-3.4%	5.0%
Hotel, Motel**						222.5	316.3	372.4	399.0	382.5	-4.1%	4.9%
STVR**						34.9	35.2	38.5	42.7	44.1	3.1%	5.8%
Private Home	120.0	198.3	203.3	209.3	120.7	205.5	224.1	229.1	235.8	248.1	5.2%	2.6%
Campground	2.0	2.8	2.9	3.0	2.6	2.9	3.2	3.6	3.2	2.9	-9.2%	-2.2%
Second Home	1.7	2.6	2.8	2.8	2.1	1.4	1.5	1.6	1.6	1.7	2.8%	2.8%
Day Travel	97.7	159.9	164.2	169.7	64.7	137.0	156.7	167.6	175.5	182.8	4.2%	3.9%
TOTAL	346.7	697.2	720.7	749.1	335.7	604.1	736.9	812.8	857.9	862.1	0.5%	4.0%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	54.3	169.3	173.1	181.9	78.0	136.0	176.0	198.4	208.7	195.3	-6.4%	2.6%
Food Service	105.5	227.9	237.4	250.0	116.5	206.3	239.4	271.7	295.8	307.7	4.0%	6.5%
Food Stores	27.8	48.2	48.5	49.9	27.4	51.0	56.8	60.6	62.9	65.0	3.4%	3.4%
Local Tran. & Gas	40.0	79.8	88.1	89.8	41.1	78.1	101.1	106.1	106.8	107.0	0.2%	1.4%
Arts, Ent. & Rec.	44.9	67.5	68.6	70.2	19.3	34.2	53.8	61.8	67.6	69.0	2.1%	6.4%
Retail Sales	74.2	104.6	105.1	107.3	53.4	98.4	109.9	114.1	116.1	118.0	1.6%	1.8%
TOTAL	346.7	697.2	720.7	749.1	335.7	604.1	736.9	812.8	857.9	862.1	0.5%	4.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Washington County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	65	173	188	197	155	172	226	250	258	271	4.9%	4.6%
Arts, Ent. & Rec.	13	24	25	27	18	19	27	29	30	34	11.1%	6.2%
Retail**	12	21	22	23	22	23	28	29	29	30	1.5%	1.8%
Ground Tran.	5	11	11	12	9	9	11	13	15	13	-12.2%	3.9%
Other Travel*	19	27	27	28	22	17	25	31	28	31	12.6%	5.3%
TOTAL	113.4	255.9	273.4	286.6	224.6	240.5	317.2	351.4	361.1	379.3	5.0%	4.6%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	3,270	5,870	5,970	5,970	4,650	4,920	5,950	6,410	6,440	6,590	2.3%	2.6%
Arts, Ent. & Rec.	800	1,190	1,180	1,190	720	740	1,030	1,100	1,190	1,280	7.0%	5.6%
Retail**	500	680	690	690	600	620	690	700	700	690	-1.7%	-0.2%
Ground Tran.	220	290	290	300	210	210	230	250	270	240	-11.4%	0.3%
Other Travel*	590	610	630	610	480	430	570	630	600	630	5.4%	2.6%
TOTAL	5,390	8,640	8,750	8,750	6,660	6,920	8,480	9,090	9,200	9,430	2.5%	2.7%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	4	17	17	18	9	13	17	20	20	19	-6.6%	2.8%
State Tax Receipts	13	29	30	31	21	27	33	35	37	37	2.0%	3.1%
TOTAL	16.3	45.4	47.0	49.0	29.9	40.0	50.1	54.9	57.0	56.4	-1.0%	3.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Washington County

Overnight Visitation

Overnight visitor volume for Washington County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$174	\$356	\$363	\$761	2.1	2.1
Private Home	\$40	\$123	\$77	\$245	1.9	3.2
Other Overnight	\$42	\$143	\$121	\$418	2.9	3.5
All Overnight	\$73	\$200	\$148	\$416	2.0	2.8

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	2,875,030	3,009,690	2,854,810	1,275,290	1,384,990	1,319,210
Private Home	6,138,370	6,265,540	6,277,670	3,152,160	3,158,270	3,232,950
Other Overnight	114,060	114,810	110,060	40,740	39,270	37,930
All Overnight	9,127,460	9,390,040	9,242,540	4,468,180	4,582,520	4,590,080

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	1,356,000	1,413,850	1,338,930	594,400	641,800	610,020
Private Home	1,899,250	2,020,190	2,024,100	954,970	995,840	1,012,380
Other Overnight	33,760	33,690	32,190	11,940	11,410	10,990
All Overnight	3,289,010	3,467,730	3,395,220	1,561,310	1,649,060	1,633,380

Wheeler County

Direct Travel Impact Insights, 2025

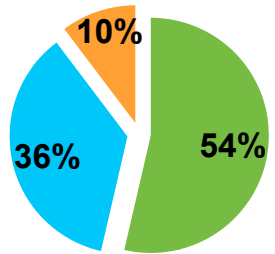
Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$94,476
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$26
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$4
Local & State Tax Revenues Generated per County Household	\$264
Visitor Shares	
Travel Share of Total Employment	5%
Overnight-Visitor Day Share of Resident Population*	16%

Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.
 *Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 16% of the population is added to the amount of people in the area.

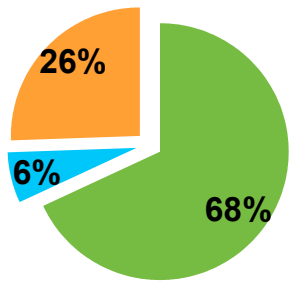
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Wheeler County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Wheeler County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	2.4	3.0	3.1	3.2	2.2	4.4	4.7	4.8	4.7	4.8	▲ 1.5%	▲ 3.1%
Other	0.1	0.2	0.2	0.2	0.1	0.2	0.3	0.2	0.2	0.2	▼ -1.5%	▲ 2.3%
Visitor	2.3	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	4.6	▲ 1.7%	▲ 3.1%
Earnings (\$Millions)												
Earnings	0.6	0.7	0.7	0.8	0.6	1.0	1.1	1.2	1.2	1.2	▲ 3.4%	▲ 3.6%
Employment (Jobs)												
Employment	40	30	40	40	30	50	60	60	50	50	▼ -5.2%	▲ 0.4%
Tax Revenue (\$Millions)												
Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▲ 2.0%	▲ 4.7%
Local	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 2.4%	N/A
State	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.9%	▲ 3.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Wheeler County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	2.3	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	4.6	1.7%	0.6%
Other Travel*	0.1	0.2	0.2	0.2	0.1	0.2	0.3	0.2	0.2	0.2	-1.5%	-4.6%
TOTAL	2.4	3.0	3.1	3.2	2.2	4.4	4.7	4.8	4.7	4.8	1.5%	0.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	0.6	0.8	0.9	0.9	0.7	2.1	2.0	1.9	1.9	1.9	1.0%	-0.7%
Hotel, Motel**						0.9	1.2	1.1	1.2	1.2	3.2%	0.5%
STVR**						1.3	0.8	0.7	0.7	0.7	-2.6%	-2.6%
Private Home	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4	2.8%	1.2%
Campground	0.5	0.7	0.7	0.7	0.6	0.7	0.8	0.9	0.8	0.8	2.2%	1.2%
Second Home	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.5	2.1%	2.1%
Day Travel	0.7	0.7	0.7	0.8	0.3	0.7	1.0	1.0	1.0	1.0	1.9%	1.6%
TOTAL	2.3	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	4.6	1.7%	0.6%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	0.4	0.6	0.6	0.6	0.7	1.6	1.3	1.2	1.2	1.2	2.2%	-1.1%
Food Service	0.6	0.8	0.8	0.9	0.5	1.1	1.3	1.4	1.4	1.4	2.8%	3.1%
Food Stores	0.4	0.4	0.5	0.5	0.3	0.5	0.6	0.6	0.6	0.6	1.0%	1.3%
Local Tran. & Gas	0.2	0.3	0.3	0.3	0.2	0.3	0.4	0.4	0.4	0.4	-1.0%	-3.4%
Arts, Ent. & Rec.	0.4	0.4	0.4	0.4	0.2	0.4	0.5	0.5	0.5	0.5	1.9%	1.5%
Retail Sales	0.4	0.3	0.3	0.4	0.2	0.4	0.4	0.4	0.4	0.4	-0.5%	-0.9%
TOTAL	2.3	2.8	2.9	3.0	2.1	4.2	4.5	4.5	4.5	4.6	1.7%	0.6%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Wheeler County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 2024-25	4 Year Avg. 2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	0.3	0.4	0.5	0.5	0.4	0.7	0.8	0.8	0.8	0.8	4.2%	2.1%
Arts, Ent. & Rec.	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	3.9%	0.7%
Retail**	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2%	0.7%
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-3.7%	2.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1.7%	-0.1%
TOTAL	0.6	0.7	0.7	0.8	0.6	1.0	1.1	1.2	1.2	1.2	3.4%	1.7%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	30	20	30	30	20	40	40	40	40	40	-5.5%	-3.1%
Arts, Ent. & Rec.	10	<10	<10	<10	<10	<10	10	10	<10	<10	-5.5%	-6.2%
Retail**	10	10	10	10	10	10	10	10	10	10	-3.6%	-1.6%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-2.8%	-0.7%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	-2.3%	0.0%
TOTAL	40	30	40	40	30	50	60	60	50	50	0.0%	-4.5%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4%	0.0%
State Tax Receipts	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.9%	0.7%
TOTAL	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	2.0%	6.0%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Wheeler County

Overnight Visitation

Overnight visitor volume for Wheeler County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$170	\$282	\$416	\$692	2.5	1.7
Private Home	\$25	\$64	\$64	\$163	2.6	2.6
Other Overnight	\$24	\$71	\$81	\$236	3.3	2.9
All Overnight	\$41	\$108	\$124	\$316	3.0	2.5

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	19,170	18,800	18,010	7,250	7,260	6,970
Private Home	14,330	14,530	14,560	5,710	5,680	5,690
Other Overnight	51,790	52,840	53,030	16,320	15,800	15,860
All Overnight	85,290	86,170	85,600	29,280	28,740	28,520

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	9,560	9,380	9,070	3,670	3,690	3,570
Private Home	5,350	5,650	5,660	2,130	2,210	2,210
Other Overnight	17,690	18,030	18,090	5,610	5,420	5,440
All Overnight	32,600	33,060	32,830	11,400	11,320	11,230

Yamhill County

Direct Travel Impact Insights, 2025

Visitor Spending Impacts	
Amount of Visitor Spending That Supports 1 Job	\$88,744
Employee & Proprietor Earnings Generated by \$100 in Visitor Spending	\$33
Local & State Tax Revenues Generated by \$100 in Visitor Spending	\$5
Local & State Tax Revenues Generated per County Household	\$238
Visitor Shares	
Travel Share of Total Employment	3%
Overnight-Visitor Day Share of Resident Population*	5%

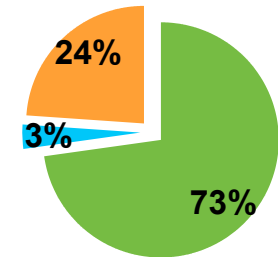
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

*Overnight Visitor Day Share of Resident Population is equal to the annual overnight visitor days divided by 365 divided by the resident population. On an average day, approximately 5% of the population is added to the amount of people in the area.

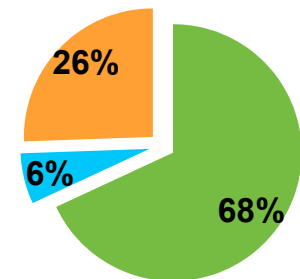
Visitors staying in hotel, motel or short-term rentals account for 68% of overnight-visitor spending for the state of Oregon, while private home (staying with friends and family or VFR) and other overnight together account for 32%. Generally, areas that are primarily rural or suburban have higher shares of private-home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels and short-term vacation rentals. "Other Overnight" includes camping and second-home spending.

2025 Share of Overnight Visitor Spending

Yamhill County



Oregon



■ Hotel, Motel, STVR
 ■ Private Home (VFR)
 ■ Other Overnight

Percentages may not sum to 100% due to rounding.

Yamhill County

Direct Travel Impact Summary

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	Avg. Annual % Chg.	
											2024-25	2003-25*
Spending (\$Millions)												
Total	61.5	126.0	136.6	138.8	57.9	140.8	177.2	182.1	182.7	190.9	▲ 4.5%	▲ 5.3%
Other	8.3	14.5	16.6	17.0	8.4	15.1	21.0	20.3	19.4	19.0	▼ -1.9%	▲ 3.9%
Visitor	53.2	111.5	120.0	121.8	49.5	125.7	156.2	161.8	163.3	171.9	▲ 5.2%	▲ 5.5%
Earnings (\$Millions)												
Earnings	14.1	36.0	40.2	43.1	35.1	38.5	50.0	52.7	55.3	58.8	▲ 6.3%	▲ 6.7%
Employment (Jobs)												
Employment	1,030	1,680	1,820	1,860	1,460	1,490	1,840	1,910	1,940	2,020	▲ 4.2%	▲ 3.1%
Tax Revenue (\$Millions)												
Total	2.0	6.3	6.8	7.0	4.7	6.8	8.6	8.7	8.9	9.3	▲ 4.3%	▲ 7.2%
Local	0.1	1.8	1.9	1.9	1.2	2.0	2.7	2.7	2.6	2.7	▲ 4.8%	▲ 17.3%
State	1.9	4.6	4.9	5.1	3.5	4.8	5.9	6.1	6.3	6.5	▲ 4.1%	▲ 5.7%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

The category "Other" represents a portion of resident spending on air travel to leave Oregon and travel arrangement activity.

Local taxes include transient lodging tax (TLT), food and beverage tax (where applicable), auto-rental tax (where applicable), and airport facility charges (where applicable).

State taxes include transient lodging tax (TLT), personal & business income tax, and motor fuel excise taxes.

*Compound Annual Growth Rate (Ending Value / Starting Value)^{1/(Number of Periods)}-1.

Yamhill County

Direct Spending Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg. 4 Year Avg.	
											2024-25	2022-25
Direct Travel Spending (\$Millions)												
Destination Spending	53.2	111.5	120.0	121.8	49.5	125.7	156.2	161.8	163.3	171.9	5.2%	2.4%
Other Travel*	8.3	14.5	16.6	17.0	8.4	15.1	21.0	20.3	19.4	19.0	-1.9%	-2.4%
TOTAL	61.5	126.0	136.6	138.8	57.9	140.8	177.2	182.1	182.7	190.9	4.5%	1.9%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	15.4	50.8	55.7	56.5	15.4	59.2	79.7	82.3	82.9	88.3	6.5%	2.6%
Hotel, Motel**						37.9	49.5	52.8	53.3	56.9	6.6%	3.5%
STVR**						21.2	30.2	29.4	29.5	31.4	6.3%	1.0%
Private Home	13.8	21.7	22.9	23.1	15.9	25.8	27.3	27.8	28.2	28.9	2.6%	1.5%
Campground	2.2	3.0	3.2	3.3	2.8	3.1	3.4	3.8	3.6	3.7	2.4%	1.8%
Second Home	0.3	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.5	0.5	2.0%	2.2%
Day Travel	21.5	35.4	37.7	38.4	15.0	37.2	45.4	47.5	48.2	50.5	4.9%	2.7%
TOTAL	53.2	111.5	120.0	121.8	49.5	125.7	156.2	161.8	163.3	171.9	5.2%	2.4%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	7.1	26.2	28.5	28.5	11.8	34.7	46.7	46.4	46.6	48.8	4.8%	1.1%
Food Service	15.0	33.4	36.2	37.5	14.1	35.3	42.2	45.9	48.0	51.4	7.1%	5.0%
Food Stores	7.3	12.5	13.0	13.2	7.8	15.2	18.0	18.9	19.1	19.8	3.9%	2.5%
Local Tran. & Gas	4.4	8.8	10.2	10.2	3.7	9.9	13.1	12.8	12.1	12.5	3.3%	-1.2%
Arts, Ent. & Rec.	9.2	16.1	17.1	17.4	5.3	14.5	17.3	18.5	18.7	19.9	6.4%	3.6%
Retail Sales	10.3	14.4	15.0	15.1	6.9	16.2	19.0	19.2	19.0	19.6	3.1%	0.7%
TOTAL	53.2	111.5	120.0	121.8	49.5	125.7	156.2	161.8	163.3	171.9	5.2%	2.4%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*"Other Travel" spending includes resident air travel, travel arrangement and convention services, and transportation of visitors traveling to other Oregon destinations.

**Data prior to 2021 for these breakouts not available.

Yamhill County

Direct Travel Impact Detail

	2003	2017	2018	2019	2020	2021	2022	2023	2024	2025	YOY % Chg.	4 Year Avg.
											2024-25	2021-25
Travel Industry Earnings (\$Millions)												
Accom. & Food Serv.:	8	25	28	30	24	28	37	38	40	43	6.5%	3.9%
Arts, Ent. & Rec.	3	6	6	7	6	5	6	6	7	7	8.5%	5.3%
Retail**	2	4	4	4	4	4	4	4	5	5	4.6%	2.6%
Ground Tran.	0.3	0.8	0.8	0.9	0.4	0.7	0.9	1	1	1	1.0%	5.2%
Other Travel*	0.6	1	1	1	1	1	2	2	3	3	2.4%	8.1%
TOTAL	14.1	36.0	40.2	43.1	35.1	38.5	50.0	52.7	55.3	58.8	6.3%	4.2%
Travel Industry Employment (Jobs)												
Accom. & Food Serv.:	580	1,010	1,110	1,160	900	1,020	1,210	1,260	1,270	1,320	3.6%	2.1%
Arts, Ent. & Rec.	290	460	490	480	380	280	390	420	420	460	8.1%	4.3%
Retail**	110	140	150	150	120	130	140	140	140	140	0.5%	-0.2%
Ground Tran.	10	20	20	20	10	20	20	20	20	20	1.9%	1.6%
Other Travel*	50	50	50	60	50	50	70	80	80	80	0.1%	2.5%
TOTAL	1,030	1,680	1,820	1,860	1,460	1,490	1,840	1,910	1,940	2,020	4.1%	2.4%
Tax Receipts Generated by Travel Spending (\$Millions)												
Local Tax Receipts	0.1	2	2	2	1	2	3	3	3	3	4.8%	0.4%
State Tax Receipts	2	5	5	5	3	5	6	6	6	7	4.1%	2.4%
TOTAL	2.0	6.3	6.8	7.0	4.7	6.8	8.6	8.7	8.9	9.3	4.3%	1.8%

Notes: House Bill 2267 established Travel Oregon in 2003; we include this year to track the long-term growth of the industry. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Other Travel includes resident air travel, travel-arrangement and convention/trade shows.

**Retail includes gasoline station employment and earnings.

Yamhill County

Overnight Visitation

Overnight visitor volume for Yamhill County is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates, therefore, will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric than visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Additional years available at www.travelstats.com/impacts/oregon

Average Expenditure for Overnight Visitors, 2025

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$157	\$261	\$384	\$639	2.5	1.7
Private Home	\$26	\$67	\$67	\$172	2.6	2.6
Other Overnight	\$48	\$146	\$164	\$493	3.4	3.0
All Overnight	\$62	\$139	\$159	\$356	2.6	2.2

Overnight Visitor Volume, 2023-2025

	Person-Nights			Party-Nights		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	755,280	737,840	778,080	289,620	289,540	305,510
Private Home	1,084,010	1,106,380	1,108,520	432,220	432,440	433,280
Other Overnight	84,360	85,420	85,760	26,190	25,150	25,250
All Overnight	1,923,650	1,929,630	1,972,360	748,030	747,140	764,040

	Person-Trips			Party-Trips		
	2023	2024	2025	2023	2024	2025
Hotel, Motel, STVR	401,320	390,210	412,320	155,510	155,210	164,070
Private Home	404,540	430,380	431,210	161,300	168,220	168,550
Other Overnight	28,070	28,340	28,450	8,750	8,390	8,420
All Overnight	833,920	848,930	871,980	325,560	331,820	341,040

Glossary

Term	Definition
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
NAICS	North American Industry Classification System.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or second homes.
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor Spending."
Direct Employment	Employment generated by direct travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Private Home (VFR)	Personal residences used to host visiting friends and family overnight.
Person Trips	A trip made by a person to the destination.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and no overnight stay in the destination.
Other Spending	Spending by residents on travel arrangement services, resident air travel, and/or spending for convention activity.
Visitor Spending	Direct spending made by visitors in a destination. Interchangeable with "Destination Spending".

Specific terms to this report

Overnight Visitor Day Share of Resident Population

A measure indicating the percent additional population in an area on an average day. For example a place with 5% visitor day share and a resident population of 10,000 would have 10,500 total people of which 500 are visitors.

Travel Share of Total Employment

A measure indicating the percent of travel generated employment in an area.

Methodology

Travel Impacts Methodology

Primary travel-impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel-impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom-up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor-profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging-tax data to calculate lodging sales, then employs expenditure-distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure-distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category for each county, plus the applicable taxes on each type of expenditure. Tax impacts-such as for restaurant, fuel, and retail purchases-are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping-occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Oregon, as available.

Other impacts are calculated in a manner like those for commercial-accommodation travelers. Sales attributable to travelers staying in their own second homes-or in rented condo, cabin, and other accommodations-are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second-home inventories are from U.S. Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial-accommodation travelers.

(Continued on next page)

Methodology / Continued

Travel Impacts Methodology

Day-travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Oregon travelers. This analysis will rely the most on visitor-profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial-accommodation travelers.

All spending estimates are summed for each county and separately for each business category, with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the U.S. Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)



**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the food-service, retail, food-stores, and recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the food-service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.